NEW BOOKLETS AND LEAFLETS

Direct Advertising of manufacturers received recently.

Dry-Zero

Bulletin No. 7 issued by the Dry-Zero Corp., Chicago, Ill., entitled "Summary of Advantages" is, as the title implies, a summary of the various advantages of the use of Dry-Zero insulation. Photographs and comparative tables make clear the explanations given. This is the seventh of a series of booklets on Dry-Zero.

IcElect

IcElect Corp. Omaha, Nebr., sends in its first catalogue on the IcElect electric refrigerator recently placed on the market. The IcElect guarantee is given in the front of the catalogue and is followed by a discussion of food and its proper preservation. Following this, appear photographs of the compressing unit assembled, and torn down, showing the type of piston assembly used. The balance of the catalogue is taken up with specifications and photographs of the various sizes and types of cabinets offered.

Illinois

The Illinois Refrigerator Co., Morrison, Ill., sends in two small booklets showing their full line of cabinets. Six models are porcelain interior and exterior, three of which have a built-in water cooler. Seven models are of steel with a lacquer exterior and a porcelain interior; three of these also have the water cooler. In addition two models have a lacquer exterior and enamel interior, these being for apartment house installations. Five special models are also available for built in apartment construction.

Sparklets

A small folder entitled "The new and easy way of making delicious ice cream" has been received from the Sparklets, Inc., New York, N. Y. Seven recipes for preparing various kinds of ice cream by the "Sparklet Aeriation Method" are presented.

Surecold

The Warner Steel Products Co., Ottawa, Kan., has issued a small booklet and folder showing their complete line of self-contained refrigerators. Eight models are finished in lacquer and four in porcelain. Five compressing units with specifications are illustrated in the booklet.

REQUESTS FOR INFORMATION

The following inquiries have been received by Electric Refrigeration News. Readers who can supply information on these subjects are invited to write at once, referring to the Query number.

Wants Sulphur Dioxide Float Valves.

Query No. 111—A Louisiana distributor of electric refrigerators sends in the following request: "We want to know the names of manufacturers of sulphur dioxide float valves with or without evaporators. It is our intention to use the valves and evaporators with a special tube arrangement of our own."

Who Makes Ice Cube Trays?

Query No. 112—A Chicago dealer in heating apparatus makes the following request: "Kindly advise us if any of your advertisers make ice cube trays."

Compressor Bases Wanted

Query No. 113—An Ohio manufacturer of electric refrigerators asks this question: "Can you supply us with the names of manufacturers making compressor bases?

Dealer Desires to Take on a Commercial Line

Query No. 114. A Pennsylvania dealer sends the following inquiry: "We are handling a small commercial refrigerating machine and we wish to take on commercial lines. We prefer sulphur dioxide machines. Can you furnish the names of several good reliable manufacturers?"

Southern Public Utilities Co. Float

The attractive float above was used by the Southern Public Utilities Co., Greenville, S. C., in connection with its electric range campaign which was said to be the largest of its kind in the world.

Hotpoint ranges and a Kelvinator were shown in one section of the float. A breakfast nook supplied a realistic touch to the display. This float mounted on a trolley car chassis covered the city three times each day.

DON'T LET CUSTOMERS UNDERESTIMATE THEIR REFRIGERATION NEEDS

When selecting an electric refrigerator consider the size of the family, its needs, and choose one big enough for all requirements. This is the advice of W. D. McElhinny, vice-president in charge of sales, of the Copeland Products, Inc., Detroit.

Mr. McElhinny then went on to point out an exhibit of a home beautiful which he visited recently—a $25,500 residence, fully equipped with every modern appliance, but with an electric refrigerator of only about three and a-half cubic feet—certainly not enough to meet the demands of a family such as would occupy a residence of its type.

"In selecting a refrigerator, as much care must be used as in picking out the heating plant," said Mr. McElhinny. "In selecting the heating, it is carefully figured out just how much heating space there is in the house, and the most economical manner of caring for this. In the choice of a refrigerator, the size of the family must be taken into consideration.

"Also, there must be taken into consideration in choosing an electric refrigerator, the fact that more space is needed than in an ordinary ice box. This is due to the fact that with an electric refrigerator the family will make much more use of the 'left-overs' than when an ice-box was used. Due to the even temperature maintained by the use of electric refrigeration it is possible to keep foods indefinitely, whereas in using ice the temperature rises with the melting of the ice, causing a spoilage not encountered with the use of artificial refrigeration."

TRY THIS IN YOUR ICE CUBE TRAY

Pineapple Parfait

1 can crushed pineapple, drained
4 egg yolks
5 tablespoons sugar
1 teaspoon gelatine
1 tablespoon cold water
1 pint heavy cream

Beat the egg yolks until very light. Add the sugar and mix with ¼ cup of pineapple juice. Stir over the fire until mixture becomes thick as cream. Remove from fire and add three tablespoons to gelatine which has soaked for five minutes in the cold water. Stir well and return to hot mixture. Stir until gelatine is thoroughly dissolved. Add the crushed pineapple which has been thoroughly drained. Chill until the consistency of whipped cream. Beat the cream until stiff and fold into the pineapple mixture. Turn into electric refrigerator tray and freeze, stirring once just after mixture has commenced to set. Serve in parfait glasses.

"PLEASE CHANGE MY ADDRESS"

Recent movements of Electric Refrigeration News subscribers as indicated by requests for changes in mailing addresses.

Corliss, F. M., from 217 Brandywine Ave., Schenectady, N. Y., to 2051 Abbington Rd., Cleveland, Ohio.

Day, Gordon H., from Illion, N. Y., to Utica, N. Y.

Fatzinger, Harry E., from 2419 29th St., Los Angeles, Calif., to 1245 Fourth St., San Diego, Calif.

Fee'ey, Frank J., from 4014 Walnut St., Oakland, Calif., to 665 Palm Haven Ave., San Jose, Calif.

French, Harry C., from 322 W. Wilkins to 322 W. Biddle St., Jackson, Mich.

Greiner, J. B., Jr., from R. F. D. No. 2 to Mamaroneck Ave., White Plains, N. Y

Haven, R C., from 108 Monument Place, Indianapolis, Ind., to 505 Liberty Ave., Pittsburgh, Pa.

Heidcman, Fred J., from 3445 Montclair Ave. to 2441 Field Ave., Detroit, Mich.

Hock, Alvin W., from 3022 Montclair Ave. to 14295 Mark Twain Ave., Detroit, Mich.

Hubbs, L. A., from 1004 Term. Sale Bldg., Seattle, Wash., to 1631 Poplar St., Oakland, Calif.

Imlah, H. E., from 1233 N. Meridian St., to 216 Ind. Terminal Whse. Bldg., Indianapolis, Ind.

Jasmin, L. A., from 637 So. Eixel to 904 No. Hoover St., Los Angeles, Calif.

Kramer, A. F., from 7925 Waring Ave., Los. Angeles, Calif., to 1208 Fountain Way, Fresno, Calif.

Landmesser, W. E., from 5930 Delancey St., Philadelphia, Pa., to 351 Avalon Rd., Cleveland, Ohio.

Phillips, J. G., from 127 Washington Blvd., Los Angeles, Calif., to 5929 Locust St., Kansas City, Mo.

Schirtzinger, Leo, from 1406 Traction Bldg. to 312 Temple Bar Bldg., Cincinnati, O.

Sherwood, C. E., from 434 N. Spaulding Ave. to 4627 Prospect Ave., Los Angeles, Calif.

Smith, R. W., from 1151 Dean St., Brooklyn N. Y. to 305-07 Central Bldg., Rochester, N. Y.

Solomon, J. D., from 37 W. First South, Salt Lake City, Utah, to 312 No. Central Ave., Phoenix, Ariz.

Spurr, Emerson, from 512 Catherine St. to 1037 Tallman, Apt. No. 3, Syracuse, N. Y.

Tigar, M. George, from 33 Atlantic Ave., Floral Park, L. I., N. Y., to 1018 Commonwealth Ave., Boston, Mass.

Wiley, Wm. B., from 1144 Garfield, Davenport, Ia., to c/o Henry Kerekoff, Humbolt, Ia.

Woodcock, James W., from 2385 Valentine Ave., Bronx, New York City, to 468 Gordon Ave., Verden, Quebec, Canada.

Milwaukee Distributor To Be In New Quarters Soon.

Sometime before July 15 the Electric Refrigerator Co., Milwaukee, General Electric distributors, will move into its new home at 2nd and Michigan streets. Work on the new quarters is progressing fast. It is the intention of the company to have one of the finest electric refrigerator showrooms in the northwest.

E. Schaefer, president, announces that H. Biever, Port Washington, Wis., and the Reinhardt Lumber Co., Reeseville, Wis., will sell General Electric refrigerators.

Edward Wolfe Heads Servel Service Department of Evansville Utility

Edward Wolfe has been appointed manager of the recently organized Servel Service Department of the Southern Indiana Gas & Electric Co.

Kelvinator Installed at World's Largest Airport

The Belleville office of the Illinois Power & Light Corp. has installed a Kelvinator commercial unit at Scott Field, Belleville, the world's largest airport, according to John H. Ebner, service manager.

G. E. Dealers Discuss Sales at Davenport Meeting

Seventy-five men attended a recent dealer meeting held by the Arnold-Ervin Co., General Electric distributors in Davenport, Iowa, at the Hotel Blackhawk. The Tri-Cities, Moline, Rock Island and Davenport were represented by a number of utility men.

The program was divided into an afternoon and evening session with A. T. Blackmore as chairman. E. W. C. Gierke, of Arnold-Ervin Co., welcomed the visitors at the opening session. A number of speakers from the General Electric Co. offices at Cleveland were present. C. A. Nash, general sales manager of the United Light & Power Co., New York, N. Y., discussed the market possibilities of the General Electric refrigerator.

Old-Fashioned House Turned Into Model Electrical Home

An old-fashioned three-story brick house of ten rooms owned by M. Silverman, 428 East 140th Street, New York City, and has been converted into a model electric home equipped with practically all of the more popular electrical appliances.

Included are an electric refrigerator, dish washer, fireless cooker, two irons, two curling irons, a vacuum cleaner, a toaster, a tea pot and a coffee percolator. Contract for the installation was taken by George Bellows, of the New York Edison Co.

Roller-Smith Announces Two Appointments.

The Roller-Smith Co., 233 Broadway, New York, N. Y., makers of electrical instruments and circuit breakers, announces the following changes in its sales organization:

The state of Texas is now being handled by John A. Coleman, No. 1006 Washington Ave., Houston, Texas.

Colorado, Utah, Wyoming and northern New Mexico are now being handled by H. T. Weeks, U. S. National Bank Bldg., Denver, Colo.

O. P. S. Salesman Sells 27 Units in 700 Meter District in April

R. A. Akerman, commercial and rural representative of the Ashland division of the Ohio Public Service Co., set a record in April by selling 27 electric refrigerators in Loudonville and Ferrysville, Ohio. This community has only 700 meters. Mr. Ackerman was successful in selling 4 per cent of the company's customers.

Columbus Electric & Power Using Demonstration Truck

A display truck, fully equipped with kitchen conveniences, including a General Electric refrigerator, is being used by the Columbus Electric & Power Co., Columbus, Ga., for a number of weeks. Special demonstration work is in the hands of Miss Dorothy Ussery, associated with that company.

Incorporated to Sell Electric Refrigerators in Meriden Mass.

Announcement is made of the formation of Barnes & Reetz, Inc., Meriden, Conn., to sell electric refrigerators and other electric equipment. The incorporators are: G. A. Reetz, E. F. Barnes, and Anna Reetz, all of Meriden.

WANTED

Established manufacturer of household refrigerator is looking for a man with sales ability and sufficient resources and background to handle and finance the sales end of the business. This manufacturer does not need or want money—has high rating and over fifty years of continuous manufacturing. Service guaranteed and complete assurance to right man of excellent and profitable connection. Box No. 92.

THE CONDENSER

A CLASSIFIED COLUMN OF OPPORTUNITY

REPLIES to box number advertisements should be addressed to Electric Refrigeration News, 554 Maccabees' Bldg., Detroit, Mich.

ADVERTISING RATES—this column only:

POSITIONS WANTED (special rate if paid in advance): **50 words or less, one insertion, $2.00, additional words 4 cents each. Three insertions, $5.00.**

POSITIONS AVAILABLE, For Sale, Business Opportunities, and all other classifications (special rate, if paid in advance): 50 words or less, one insertion, $3.00, three insertions $8.00, additional words, 5 cents each.

LINE RATE (open account): 50 cents per line.

POSITIONS AVAILABLE

A Western distributor of General Electric refrigerators offers to a capable and successful Specialty Sales Manager an opportunity for attractive income. The man chosen will be one who can furnish satisfactory evidence of real accomplishment as retail Sales Manager of electric refrigeration or other specialty of similar selling price. References, age, photograph and experience in detail must be given in first correspondence. Also give your ideas as to earnings. This is a big job for a big man. Box No. 89.

POSITIONS WANTED

ENGINEERING EXECUTIVE,
connected with electric refrigeration for ten years, desires connection with responsible manufacturer in temporary or permanent capacity as consulting or chief engineer. Capable of taking complete charge of engineering and manufacturing. Inventor and owner of widely used patents. Well acquainted with patent situation. Box 52.

SALES ENGINEER
Extensive domestic and foreign refrigeration sales experience, conversant of Spanish, German and French, seeks position introducing electric refrigeration in foreign countries. Member American Society Refrigerating Engineers. Box No. 88.

Producer in the selling field, experienced apartment, multiple, commercial and water cooling, now satisfactorily employed desires factory connection where previous experience in sales organization, sales promotion and export will get proper recognition. He knows the Far East and wants based on results produced in the U. S. A. to represent his employers as export agent either in Europe or the Far East. He is married, has a college education, is a U. S. citizen and will consider less compensation to start with than his last four years average. Box No 90.

I am anxious to make connection with large distributor as general manager or sales manager. Forty-three years old, married. Confident interview will convince as to ability, character, etc. Box No. 91.

ARTIFICIAL FOODS
Endorsed By
General Electric Co.
Copeland Sales Co.
Norge Corporation
Trutulife Wax Products Co.
27 Erie St., Milwaukee, Wis.

Refrigeration Service Co., Inc.
SERVICE SPECIALISTS
Maintenance, Installations, Alterations, Repairs
New York City
Telephone: Chickering 0460
Office and Works 449 West 42nd St. Warehouse 281 11th Ave.

Distinctive Refrigeration Hardware
PATENTED TRIPLOCK
Winters & Crampton Mfg. Co., Grand Rapids, Mich.

Reliable TRADE MARK
CORKBOARD
Manufactured by
Luse-Stevenson Co. 307 N. Mich. Ave., Chicago

REFRIGERATION PATENTS
SPECIALIST IN HOUSEHOLD MACHINES AND WATER COOLERS, INVESTIGATIONS, REPORTS, SEARCHES. SPECIAL ATTENTION PAID TO ASSOCIATE WORK.
H. R. VAN DEVENTER
SOLICITOR OF PATENTS
342 Madison Ave.
NEW YORK CITY

NORTHEY
Freezer, Display Cases, Coolers and
REFRIGERATORS
FOR ALL PURPOSES
ANY SIZE, STYLE OR FINISH
NORTHEY MFG. CO.
WATERLOO, IOWA
Agencies in most large cities Waterloo direct to you

Subscription Order

ELECTRIC REFRIGERATION NEWS,
554 MACCABEES BUILDING, DETROIT, MICH.

Please enter my subscription to Electric Refrigeration News.

United States and Possessions:

☐ $1.50 per year. ☐ Three years for $3.00.

All other Countries:

☐ $1.75 per year. ☐ Two years for $3.00.

I am enclosing payment in the form of

☐ Check ☐ P. O. Order ☐ Cash

Name.....

Street Address.....

City and State.....

Remarks:.....

ELECTRIC REFRIGERATION NEWS

The business newspaper of the electric refrigeration industry

VOL. 2, NO. 23, SERIAL NO. 47 | Copyright 1928 by Business News Pub. Co. | DETROIT, MICHIGAN, JULY 18, 1928 | Entered as second class matter August 1, 1927, at the Post Office, Detroit, Michigan. | PRICE TEN CENTS

GEORGIA POWER CO. CELEBRATES RECORD BREAKING CAMPAIGN

General Electric Executive and Guests Go from Cleveland to Atlanta by Airplane

CELEBRATING the more-than-successful finish of a 2-months' sales campaign in which $641,418.00 worth of electric refrigerators were sold, officials of the Georgia Power Co. and members of the sales department with their families met at Candler field, the airport of Atlanta, Ga., Saturday afternoon, July 7, for a barbecue and a prize distribution program.

The campaign, which has attracted attention throughout the electric refrigeration industry and the public utility field because of its unusual publicity features, thorough organization, and astonishing results, is believed to be the largest in total sales during a two-months' period which has been carried on by any central station company or other retail selling agency up to the present time. The Georgia Power Co. had previously attained a position of outstanding leadership in merchandising activities through a series of appliance campaign which have kept the sales department at a high point of efficiency month after month. The results achieved have a further significance owing to the fact that P. S. Arkwright, president of the company, is also the newly-elected president of the National Electric Light Association and therefore responsible for guiding the light and power companies of the country in formulating new policies affecting public relations.

The "round the world airplane cruise" which provided the dramatic element in the contest between the various districts of the company also furnished the cue for the celebration program. Flying stunts by Doug. Davis, renowned pilot of Atlanta, entertained the assembly during the early part of the afternoon. Athletic events which had been scheduled were interfered with by a downpour of rain but this failed to dampen the spirits of the crowd. The large airplane hangar provided ample room for spreading the barbecue under cover.

At 5:30 p. m. an enthusiastic welcome was given to P. B. Zimmerman, salesmanager of the General Electric Co., Refrigeration Department, who arrived by airplane from Cleveland. Accompanying Mr. Zimmerman, were Gus Mayer, also of the General Electric Co., C. O. Brown, assistant merchandising manager of the Georgia Power Co., Frank Watts, of Electric Light and Power Magazine, and F. M. Cockrell of ELECTRIC REFRIGERATION NEWS. Mr. Zimmerman had left Cleveland at 9 o'clock in the morning, with Mr. Watts, Mr. Cockrell, and L. H. Miller of the Electric Refrigeration Co. of Louisville, General Electric distributor. A stop was made at Louisville for lunch where Mr. Mayer and Mr. Brown joined the airplane party.

C. A. Collier, vice-president of the Georgia Power Co. was master of ceremonies at the celebration. Music was furnished by the Georgia Power Co. band. Following talks by H. A. Pendergraph, merchandizing manager, P. B. Zimmerman, Gus Mayer, Frank Watts, and F. M. Cockrell, the prizes were awarded by President P. S. Arkwright. Cash awards were made to winning districts in each of three classes, also to individual salesmen with the highest standings. A silver loving cup was awarded by the General Electric Co to the winning district.

Quotas, sales, and percentage standings of the various districts in each class will be found on page 6 of this issue.

COPELAND EARNINGS SHOW STEADY INCREASE

May earnings of Copeland Products, Inc., Detroit, were $75,727.76 after deductions for interest, depreciation and taxes and reserves, according to a statement by E. H. Brown, vice-president and treasurer. This does not take into consideration the operations of subsidiary companies.

May earnings showed an increase of $9,391.24 over those for April, making a total net profit for first five months of 1928, $182,135.52, equivalent to $1.79 per share for the "A" stock.

May shipments showed a 60 per cent increase over May of 1927. June shipments were practically 80 per cent greater than for the same month one year ago, and marked the tenth consecutive month to show an increase in shipments over the like period of the year previous.

Copeland shipments for six months of 1928 were practically equal to those for the entire year of 1927. "Present outlook for the second half of 1928 is good," said Mr. Brown.

Smiles of Victory Over "Old Man Quota"

H. A. Pendergraph (left) and C. A. Collier (right) welcome P. B. Zimmerman (center) on his arrival from Cleveland by airplane to attend the Georgia Power Co. celebration in Atlanta.

Teaching the Way to Better Living

GEORGIA POWER COMPANY
Atlanta

July 14th, 1928.

ELECTRIC REFRIGERATION NEWS,
Detroit, Mich.

In answer to yours of the 10th regarding the general effect of our recent electric refrigerator campaign and particularly as it regards the life of the communities in which we are operating, it would seem to me that the outstanding feature of the campaign from the standpoint of its contribution toward those communities and the people making up those communities is the fact that the electric refrigerator, possibly more than any other electric appliance in the home, is teaching our people how to live better.

Of course, we must consider the sale from the standpoint of the business it has produced, both in merchandise revenue and the revenue that will be realized from the resultant current sales. It seems to me, though, that while this revenue is part of the big picture, it is incidental in that it represents such a small increment of the possibilities of the electrical field if we can, through a business-like sales job, achieve the full appreciation on the part of our customers of the value of electric service.

Every time the industry through the introduction of labor saving devices on a large scale raises the standard of living of our constituents we increase the unit of measure of what constitutes a good electric sales job. More leisure makes for better citizenship and greater pride of possession. The corollary of better citizenship is a higher standard of living, which in turn means a larger and more general use of electricity to replace what has so long been a matter of drudgery in the home. I therefore feel that the elimination of the work and worry that will result from the use of the refrigerators we have sold to our customers is of more value in the long run than the mere merchandise volume or the KWH revenue hat we will **realize.**

This may sound visionary but I am fully convinced that the value of labor saving devices in the home is an erroneously estimated value when we consider only the monetary value of the appliances themselves. Personally, I would consider the campaign a failure, regardless of sales volume, if the article itself was not a useful one and one that contributed to the health, happiness, comfort and leisure of our customers.

Very truly yours,
Chas. A. Collier,
Vice-President.

Patterson Farmer Resigns from Universal Cooler Corp.

Patterson Farmer has resigned as Consulting Engineer of the Universal Cooler Corp., Detroit, Mich., on July 15.

Air of Refinement Marks Display By Toronto Welsbach Dealer

Deviating from the familiar snow and ice effects, the G. & J. Sales Co., 1166 Bay Street, Toronto, Canada, presents Welsbach electric refrigeration in an atmosphere of cleanliness and refinement. Proper illumination and the absence of superfluous decorations are largely responsible for the pleasing effect.

ANNOUNCEMENT

Beginning with the first issue of Volume III, to appear September 12, 1928, the price of single copies of ELECTRIC REFRIGERATION NEWS will be increased from ten cents to fifteen cents. The subscription rate will also be increased from $1.50 to $2.00 per year.

It has been the policy of the NEWS to offer subscribers the lowest possible rate consistent with sound business. The rate has been advanced gradually with the increased size of the paper and in line with the additional postage and mechanical costs.

Until September 12 new subscriptions and renewals will be accepted at the old rate of $1.50 per year, three years for $3.00. Readers are urged to bring this offer to the attention of their friends.

AMERICAN CONSUL REPORTS MARKET IN ADEN, ARABIA

Small Models in Demand—Dealers Must Pay Full Price in Advance

By James Loder Park, Vice Consul
American Consulate, Aden, Arabia

ABOUT a year ago, an enterprising British merchant of Aden undertook what was then considered a very great risk in taking an agency for a well-known American electric refrigerator, installing one in his own house and demonstrating its usefulness. This soon brought orders from one or two local people, and when these were installed, the popularity of the refrigerators extended rapidly. When the success of this equipment was demonstrated, a local French firm took the agency for another well-known American make, and has up to the present done nearly as well as the first.

Eighteen electric refrigerators have been imported, and five are on the way. Of these, twelve were of the make first referred to, and eleven of the second.

The popularity of electric refrigerators in a place as hot and humid the year round as Aden has exceeded all expectations. People who were never thought to be interested are placing orders, and it is believed that the trade will extend indefinitely, to such an extent indeed that there is ample room for still other makes to be represented here.

Sizes and Styles Preferred

The most popular model thus far sold is the 5 cubic foot refrigerator, with the maximum of clear shelf space. People will prefer the cabinet style with the machinery at the bottom, and the ice making compartment flat against the upper part of the cabinet, without protruding into the shelf space more than necessary. The 5

(*Concluded on Page 2, Column 3*).

BIECHLER SAILS FOR VISIT TO EUROPEAN FRIGIDAIRE BRANCHES

E. G. Biechler, president and general manager of Frigidaire Corp., sailed July 5 on the steamship *Homeric* from New York City for a short European visit. During his stay abroad he will visit branches maintained by the organization in London, Paris, and Berlin, with possible stops in smaller cities before his return.

"The outlook for the automatic refrigeration industry is growing steadily brighter," said Mr. Biechler. "Its advantages are becoming a matter of common knowledge, placing this business upon a sound and substantial footing, and making its products a household and commercial necessity for all time to come.

"During the first six months of 1928 we have exceeded all records for any previous period of similar duration in our entire history," he said. "This increase has been general in every department, including household, commercial and our newest ventures, water coolers and milk coolers.

Mr. Biechler also said that the export business of Frigidaire Corp. is growing fast. During the past three months all previous records of the organization in the foreign field have been surpassed. This is the second time within a year that Mr. Biechler has visited European Frigidaire outlets.

U. S. SHIPPING BOARD SEEKS BETTER TYPE OF REFRIGERATION

More Economical Service Needed for Perishable Commodities

PARTLY as a result of the enormous amount of publicity being given to modern methods of refrigeration for household and commercial use, great interest is being aroused among railroad and steamship executives and shippers in the possibilities of securing more economical and satisfactory methods of refrigeration for long distance transportation of perishable commodities.

Among those who have directed inquiries to ELECTRICAL REFRIGERATION NEWS requesting information regarding any development of a mechanical or chemical nature which may be applicable to railroad and water transportation, is the U. S. Shipping Board at Washington, D. C. In discussing the problem an official of the Board says:

"It is a well known fact that the system of refrigeration for the transportation of perishable commodities has changed very little in the past years. It is important that we have the best and most economical method of refrigeration for carrying our perishable products to the markets of the world, in order to give the purchaser a good article and the producer a fair profit. The waste from the lack of proper refrigeration has been very heavy, and it seems that there must be some development towards securing a more economical and more reliable method of refrigeration than that used at present by our railroads and steamship lines.

"I have some information that a liquid air system has been perfected. From what information I have been able to obtain, this process appears to be economical, most sanitary, and very much more reliable than anything we have. Conservation of space on ships is most important, and if, through this new method, we could dispense with much machinery and at the same time secure better refrigeration, it would mean much to the American people."

Manufacturers and refrigeration engineers who are in a position to offer assistance or suggestions in connection with the situation outlined above are invited to present information for publication in the columns of the NEWS or for transmission to the Shipping Board official referred to.

HISTORICAL DATA WANTED FOR SEPT. 12 ISSUE OF THE NEWS

Readers Invited to Contribute Facts and Photos

SEPTEMBER 12, 1928 will be the second anniversary of the founding of ELECTRICAL REFRIGERATION NEWS. An interesting feature has been planned for this issue, which will be No. 1 of Volume 3. Each manufacturer of electric refrigeration equipment whose organization antedates the founding of the NEWS is invited to prepare a brief history of the company with particular reference to the individuals responsible for starting the enterprise and the subsequent outstanding events in the development of the business. Photographs of the officers taken at the time the company was organized and pictures of apparatus originally placed on the market will add materially to the interest of the article.

With the passing years historical information of this kind becomes more and more valuable since time tends to obscure the facts regarding the beginning of an industry. Readers who can contribute to this effort are urged to co-operate in making the compilation as complete as possible.

Many subscribers have taken occasion to mention the high value which they place upon their file copies of the NEWS. Those who are participating in making the current history of this spectacular new industry, naturally take keen interest in retaining a record of its progress as recorded in these pages.

The NEWS believes that the "Historical Number" will be of interest and educational value also to the thousands of newcomers in the field who have not had an opportunity to become familiar with the early struggles of inventors and manufacturers whose pioneering work has paved the way for the great expansion in refrigeration service which is now being enjoyed by the public.

Copy and photographs should be received by the NEWS not later than September 1.

UTILITY ADVERTISING AWARDS MADE AT I. A. A. CONVENTION

Prize Winning Copy Selected From 4,000 Newspaper Advertisements

Nine awards for improved public utility advertising were made on June 10 by the Better Copy Committee of the Public Utilities Advertising Association at the International Advertising Association convention held at Detroit July 8-12.

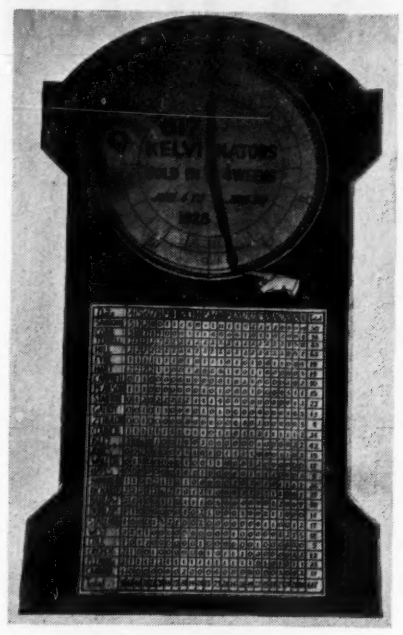
More than 4000 public utility newspaper advertisements were submitted to the committee. In the field of electricity, the Edison Electric Illuminating Co., of Boston, received the first award. The Virginia Electric Power Co., of Richmond, was second and the New Orleans Public Service, Inc., was third. In the gas division, the Equitable Gas Co., of Pittsburgh, received first award. The Union Gas & Electric Co., Cincinnati, was second and the Lone Star Gas Co., of Dallas, was third.

The Georgia Power Co., of Atlanta, received the first award in the transportation division. The Portland Electric Co., of Portland, Ore., was second and the Twin City Rapid Transit Co., of Minneapolis, was third.

The association elected new officers for the ensuing year. J. C. Barnes, New Orleans, succeeds D. M. Mackie as president, and the following were named vice-presidents: Louis D. Gibbs, Boston; D. H. Howard, Chicago, and Irving M. Teteur, Chicago. T. P. Pleiffer, Chicago was named secretary and Charles W. Person, New York, treasurer.

Frank L. Blanchard, New York, was re-elected to the national advertising commission of the I. A. A., and J. M. Bennett, Philadelphia; William H. Hodges, Chicago, and D. M. Mackie, Jackson, Mich., were elected to the utilities association board of directors.

McCord's twenty-six years experience in the designing and building of radiators for leading car and truck manufacturers has enabled their engineers to develop types of condensers that combine to a greater degree than ever before maximum efficiency in a minimum of space.
Type "A" Single Row Continuous Tube McCORD CONDENSER
McCORD "Spiral Fin" continuous tube condensers are made by a patented process that insures a continuous metal to metal contact between the fin and the tube. Only seamless, bright, annealed tubing is used, and the fin is corrugated, giving greater radiative efficiency.
Type "C" Spiral Fin Coil McCORD CONDENSER With Seamless Headers
McCord condensers are made in many sizes and designs to meet the requirements of a wide variety of electric refrigerators. Efficient radiation and compactness are combined in the unit pictured above
Type "A" Triple Row Continuous Tube McCORD CONDENSER
McCord Radiator & Mfg. Co.
• Detroit •
BUILT TO FIT



617 KELVINATORS SOLD IN 4 WEEKS BY CAROLINA PR. & LT. CO.

Lowest Rating Salesman Sold 124 Per Cent of His Quota

Six hundred and seventeen Kelvinator sales in four weeks is the record hung up by the Carolina Power & Light Co., Raleigh, N. C. at the close of a campaign running from June 4-30. The drive was also notable because of the fact that the salesman holding last place at the close of the period had sold 124 per cent of his quota while the man holding top position had sold 650 per cent of his quota.

The accompanying campaign chart was marked up each day showing the number of sales made by each man. On the clock, the small hand represents the daily quota and the large hand the number of units sold. During the four weeks which it required the quota hand to make one complete circuit, the long hand representing the number of units sold, made two trips around the clock's face and was well on its way a third time when the sale ended.

"Salesometer," a bulletin issued by the company says of the campaign, "It was a darn good job, and even the man holding the tail end position is to be commended He is not last in the line-up because he fell down on the job—he is there because somebody just had to be there."

G. E. DISTRIBUTORS TO HOLD CAMP AT ASSOCIATION ISLAND

"Camp Refrigeration II," the second annual meeting of General Electric distributors will be held at Association Island September 4-7. "The Scandal-Icer," "Slander II-Offense No. 1" official (and facetious) organ of the camp has presented its appearance among distributors.

Association Island, which is located in the southeastern portion of Lake Ontario. near Watertown, N. Y., is the scene of many eventful gatherings of the General Electric organization and other groups of the electrical industry.

Camping on Association Island is a rather deluxe affair as the result of the expenditure of several thousand dollars for buildings and equipment. Many traditions have grown up around Association Island—traditions which have had their influence in developing the esprit de corps of the General Electric Co.

H. G. SCOTT HEADS NEW UTILITY ORGANIZATION

H. G. Scott, formerly president of the Servel Company, now president of Union Utilities, Inc., has announced the formation of the Union Management and Engineering Corp. as a subsidiary of the Union Utilities. The new company will engage in the supervision of public utility management, operation and construction work. The properties to be operated by the new company have a combined valuation of more than $15.000.000.00 and serve a population in excess of 300,000. They include the Union Utilities, Inc., gas properties in Texas and properties of the Ohio Valley Gas Corporation in West Virginia and Ohio.

Prior to his connection with Servel, Mr. Scott was vice-president of the Columbia Gas and Electric Co.

Wheeler Returns to Jewett

C. D. Wheeler who has been connected with the Dalrymple-Kelvinator Co., Detroit distributor of Kelvinator electric refrigerators, has returned to the Jewett Refrigerator Co., Buffalo, N. Y. Mr. Wheeler was a member of the Jewett organization prior to his association with Kelvinator.

CONSULAR REPORT ON MARKET IN ARABIA

(*Concluded from Page* 1)

cubic foot size has been popular chiefly because it is the cheapest which could be obtained until recently. It is now learned that still smaller sizes are being produced, and when these are presented for sale, they will probably exceed in number every other model that is made.

The first American electric refrigerators introduced were offered at the following prices:

5 cubic feet without porcelain lining, Rs. 750 ($277.50).

5 cubic feet with porcelain lining, Rs. 850 ($314.50).

7 cubic feet, with porcelain lining, Rs. 1150 ($425.50).

These prices were higher than necessary, and upon the introduction of the second make at a somewhat lower price, the first prices were reduced to meet the competition, which proved to be an excellent thing for the trade as well as for the public. The second make is being offered at the following scale of prices:

4.7 cubic feet with porcelain lining, Rs. 670 ($247.90).

6.5 cubic feet with porcelain lining, Rs. 800 ($296.00).

9 cubic feet porcelain inside and out, Rs. 1450 ($536.50).

The rupee is valued at $0.37.

Economy of Upkeep

Second only to the consideration of the original cost, the most appealing factor in American electric refrigerators is the savings in upkeep, as compared with the daily cost of ice in the average Aden household. The average house for example consumes a minimum of 20 lbs. of ice daily, which, at one anna a pound, is 20 annas, or Rs. 1¼, or about $0.46. It is estimated that the smallest size, i. e., about 5 cubic feet, costs only from 4 to 8 annas a day ($0.09 to $0.18) to operate, and even the larger sizes do not exceed ten annas ($0.23) a day. It is obvious then that an electric refrigerator of a 5 cubic feet capacity would earn, in savings on ice alone, from 28 to 37 cents daily, or from $102 to $135 a year. Considering that this 5 cubic feet size originally cost Rs. 750 or $277.50, it would pay for itself in just about two years, a very short time indeed considering the enormous increase in comfort, economy and sanitation.

Smaller Sizes Needed

Up to the present there appears to be no smaller sizes than those mentioned offered for sale. It is now reported that a simplified form of refrigerator, 5 cubic feet, is offered for Rs. 600 ($222.00), a figure that more nearly approaches the average local buying power than any heretofore. What this market really needs more than anything else in this line is a still smaller size than this, which would retail here for approximatelv Rs. 300 ($111.00), or if possible, less. A model of this size would reach very many people who could not, or would not, consider the purchase of a refrigerator, simply owing to the initial cost, without any reference to the eventual saving. When these small sizes are offered here, it is estimated that here will be at once about 100 prospective buyers, and the chances are that more than that would actually be sold within the first year, and this moreover would not eliminate the existing possibilities for selling quite a large number of the larger sizes.

Hindrances Experienced

The great hindering element has been the necessity of paying cash in advance for every refrigerator imported. The two agencies here have been able to sell what is considered a large number up to the present, in spite of the fact that they demanded a deposit of the price in full at the time of placing the order, first because they did not wish to invest the money themselves and second because they hesitated to stock any machines without prior assurance of sale. This is a lack of enterprise which should be overcome in a promising commodity of this nature, and it is believed that there are at least two firms in Aden who would be willing to stock a number of machines for sale after arrival. This is on the assumption, of course, that consignment would not be considered by American manufacturers, and that the agent would have to pay the full amount of cash upon placing the order.

Another hindrance has been the lack of fully qualified electrical engineers for installations of electric refrigerators, although in spite of this the machines thus far imported have, with one exception, been successfully installed. This difficulty is taking care of itself, and it is believed that American manufacturers should have no hesitation in relying upon local talent to install their machines.

Note: A list of firms, both engaged in this trade and interested in extending it, may be obtained upon request to the Electrical Equipment Division, Bureau of Foreign and Domestic Commerce, Washington, D. C. Reference should be made to Arabia-282614.

Copeland Man Makes Over a Sale a Day to 1400 People

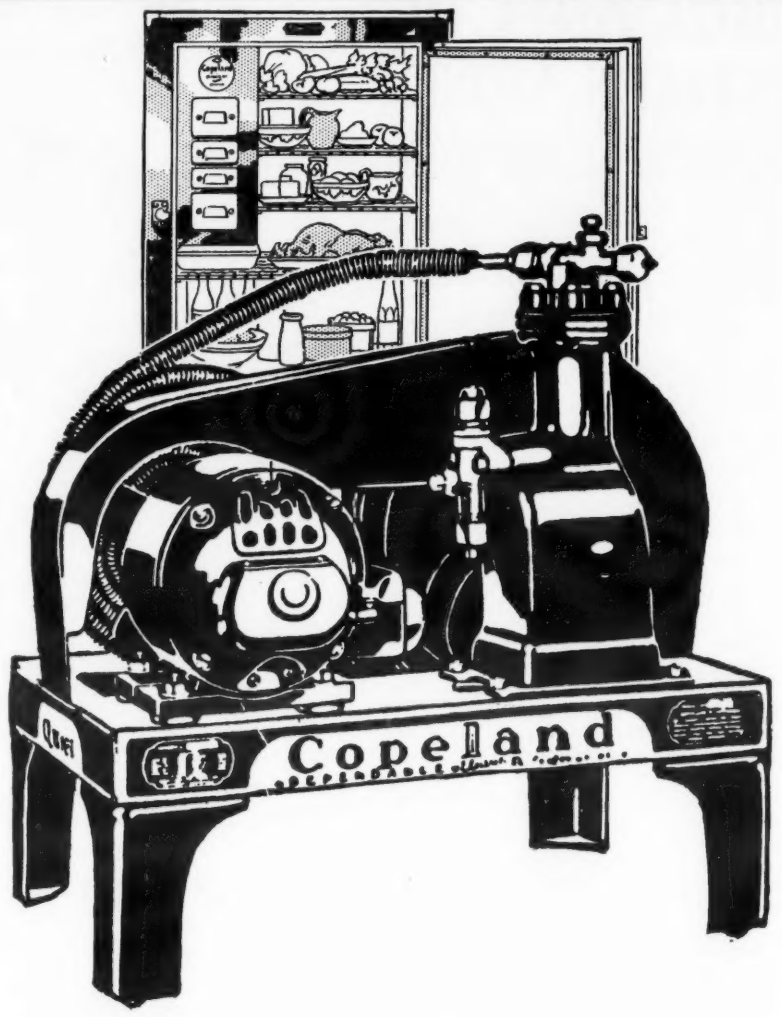
G. M. Nutter, of the Brodie Electric Shop, Cuyahoga Falls, Ohio, reports the sale of nine Copelands in one week in a town of 1400 people.

Model Homes

A Copeland electric refrigerator was on display in the "Home Beautiful" exhibition recently given by the Louisville *Herald Post* at Louisville, Ky.

The "June Bride's Love Nest" at New Orleans, La., also featured a Copeland amongst its most modern equipment.

ARTIFICIAL FOODS
Endorsed By
General Electric Co.
Copeland Sales Co.
Norge Corporation
Trutulife Wax Products Co.
27 Erie St., Milwaukee, Wis.



Powerful!

***Power* and *capacity* are two things about an electric refrigerator on which it will pay you to *correctly* inform yourself. For instance—**

The Copeland standard size condensing unit for ordinary household use is capable of refrigerating *up to 40 cubic feet, even with a single-cylinder compressor and a one-sixth h. p. electric motor!*

This is from 4 to 8 times the food storage capacity that is found in an ordinary household installation!

Whenever you hear talk about *powerful* electric refrigerators, be sure and get *complete* information on this subject.

Copelands are *powerful*—which in itself is a strong sales point in favor of Copeland. And the Copeland line is *complete*—a model for every size home; prices ranging from $195 to $720 at factory; separate units for present ice boxes, multiple installations for apartments, water coolers and a wide variety of commercial units.

Write us and find out the many other reasons why the Copeland franchise becomes increasingly valuable each year.

COPELAND, 630 LYCASTE AVE., DETROIT, MICHIGAN

Copeland
DEPENDABLE ELECTRIC REFRIGERATION

A New World's Record!

Georgia Power Company Sells Over 1400 General Electric Refrigerators in 60 Days

On May 1, the Georgia Power Company of Atlanta launched a special 60-day sales activity on electric refrigerators. The campaign ended, as originally planned, on June 30th. Sales for the two months exceeded $641,000. Eighty-five percent of the total sales represented orders taken for General Electric refrigerators—approximately 1400 being sold during the 60-day period.

The campaign was supremely well organized and executed, as shown by the record smashing results, and reflects great credit upon the management.

An Outstanding Achievement

A new record has been set. Never before has such a mark even been approached. Never before have so many domestic refrigerators been sold by a public utility company in so short a time. Truly an outstanding achievement. To the Georgia Power Co. goes the 1928 championship title and with it our heartiest congratulations. Their remarkable sales performance is one more indication of the country wide preference which is constantly shown for this "years ahead" refrigerator — the worthy development of the General Electric research laboratories.

The Choice of the Nation

Only thirteen months ago was this new-day refrigerator placed on the market, yet today nine factories are working at top speed to keep pace with the ever-growing demand. Production is still increasing but we are holding firmly to the original policy of *making them only as fast as we can make them perfect.*

More than 2200 carloads of General Electric refrigerators have been sold and placed in American homes during the last ninety days.

GENERAL ELECTRIC

Refrigerator

Electric Refrigeration Department, Hanna Bldg., Cleveland, Ohio

KLEIN STOVE COMPANY ORDERS 2,250 LEONARD ICE REFRIGERATORS

Mammoth Order Exceeded Only by 43-Car Trainload Last February

The Klein Stove Co., manufacturers and distributors of stoves, furnaces, and refrigerators, with main offices at Trenton Ave. and Tioga St., Philadelphia, Pa., reports the purchase of 2,250 ice refrigerators from the Leonard Refrigerator Co., Grand Rapids, Mich. The order was placed by Nathan Klein and James Black, executives of the refrigerator division of the Klein Stove Co., while attending the 101st furniture market recently held in Grand Rapids.

The Leonard Co. began shipping the big order immediately. It is surpassed in size only by a shipment made last February in which 3,782 refrigerators were dispatched in a forty-three car trainload at one time.

The Klein Co., which has been selling Leonard refrigerators for many years, forsees an active market in moderately priced ice refrigerators, due to the hot weather which has affected all parts of the country during recent weeks.

Dealers visiting the Grand Rapids furniture market were conducted through the Leonard plant on Clyde Park avenue. A new Leonard model, designed for either ice or mechanical refrigeration and built with an integral base for vegetables, was presented at the market. The new model is porcelain inside and out and is trimmed about the doors and top in jade green.

CHICKEN FOR THE WINNERS AND BEANS FOR THE LOSERS

Sales and service men of the Asheville, S. C., Frigidaire branch, were recently dined at a novel banquet at which the winning salesmen relished a chicken dinner while the losers were banqueted on baked beans.

The salesmen were divided into two groups, the "Go-Getters" and the "Selling Fools" and the former were the victors. Cash prizes were awarded to winning salesmen who surpassed their quotas for the month.

More than forty-five men attended the banquet.

Illincis Pr. & Lt. Sells 304 Units In One Week

Operating groups of the Illinois Power & Light Corp., Chicago, Ill., sold 304 electric refrigerators in the "President's Week" appliance drive May 28 to June 7. The gross sales of gas and electrical appliances for that period totaled over $200,000.00 and was the biggest week ever recorded in the history of the company.

E. T. Foote Joins Union Battery Co.

E. T. Foote, formerly commercial sales manager of the Kelvinator Corp., Detroit, has joined the Union Battery Co. of Chicago as general manager.

Harry Seick, vice-president of the Kelvinator Sales Corp., now has general direction of all commercial sales activities. J. M. Fernald has been appointed sales manager of the commercial department.

Western Michigan General Electric Distributor Banquets Dealers at Grand Rapids Meeting

Starting as a distributor of General Electric refrigerators in Western Michigan on May 1, the John W. Bailey Co., 68 North Division Avenue, Grand Rapids, Mich., held its first dealer meeting on June 25, at the Pantlind hotel, Grand Rapids. Messrs. Zimmerman, Daily, Trawick and Ferguson of the General Electric Co., refrigeration department were present and addressed the meeting.

STANDARD ICE CREAM CAN SIZES RECOMMENDED

Ice Cream and Can Manufacturers Met in New York June 6

The recommendations for the standardization of ice cream cans which were made at the meeting of the Committee on Simplified Practice of the International Association of Ice Cream Manufacturers and representatives of ice cream can manufacturing companies on June 6 in New York City are as follows:

5 Gallons—20 Quarts (High Type)

Height: (Outside, including up-set bottom but not including cover).....20⅝ in.
Diameter: (Inside, measured 1 in. below rim) .....8½ in.
Cover: Flat top type with or without handle.

5 Gallons—20 Quarts (Low or Squat Type)

Height: (Outside, including up-set bottom but not including cover.....18½ in.
Diameter: (Inside, measured 1 in. below rim) .....9 in.
Cover: Flat top type with or without handle.

2½ Gallons—10 Quarts (High Type)

Height: (Bottom to top of can not including cover or buttons) ....10 5/16 in.
Diameter: (Inside, measured 1 in. below rim) .....8½ in.
Flat bottom; buttons optional.

2½ Gallons—10 Quarts (Low and Squat Type)

Height: (Outside, bottom to top of can not including cover or buttons ....9⅛ in.
Diameter: (Inside, measured 1 in. below rim) .....9 in.
Flat bottom; buttons optional.

1 Gallon—4 Quarts (High Type)

Height: (Outside, including up-set bottom but not including cover) ..11 5/16 in.
Diameter: (inside, measured 1 in. below rim) .....5⅛ in.
Cover: With or without handle.

The above tentative sizes and types of ice cream cans will be submitted at the annual convention of the International Association of Ice Cream Manufacturers at Cleveland during the week of October 15 for consideration and discussion.

184 Units Sold in June in Ohio Public Service Territory

The Ohio Public Service Co., Cleveland, Ohio, reports that 184 electric refrigerators were sold in June in their territory. The gross appliance and installation sales for the month totaled $119,023.00 or $1.55 per customer.

INDUSTRIAL ACCEPTANCE CORP. TAKES OVER G. E. FINANCING COMPANY

According to a joint announcement made on June 10 by Gerard E. Swope, president of the General Electric Co., and Arthur J. Morris, president of the Industrial Acceptance Corp., the later has acquired from the former the entire capital stock of the General Purchase Contract Corp., New York, its installment financing subsidiary. The affiliated Contract Purchase Corporations in Boston, Cleveland, Chicago, Dallas and San Francisco were also included in the transfer.

The General Contract Purchase Corp., and its associated companies were organized in 1921 by the General Electric Co. and have extended a national service to General Electric distributors, dealers and to those manufacturers whose product contains G. E. apparatus.

A Lacquer Finish That Has Stood the Test

M&W Co. 1876

M & W White Refrigerator Lacquer Enamel has been adopted for the following

Reasons

No. 1—**BEAUTY OF FINISH.** It resembles Porcelain in color and lustre.
No. 2—**APPLICATION DIFFICULTIES** are minimized.
No. 3—**TOUGHNESS** and **DURABILITY.**
No. 4—**EASE** of cleaning after assembly.
No. 5—Does not **CHIP** where drilling is necessary.
No. 6—Has been built upon many years of **EXPERIENCE** and Research in the Manufacture of Lacquers and Enamels for finishing Metal and Wood.
No. 7—Has been proven in actual large volume **PRODUCTION** and has withstood the most severe and critical tests.

Spray two coats over M & W Lacquer Primer or M & W Oil Base Primer to produce a LASTING, BEAUTIFUL FINISH.

Available in any required color.

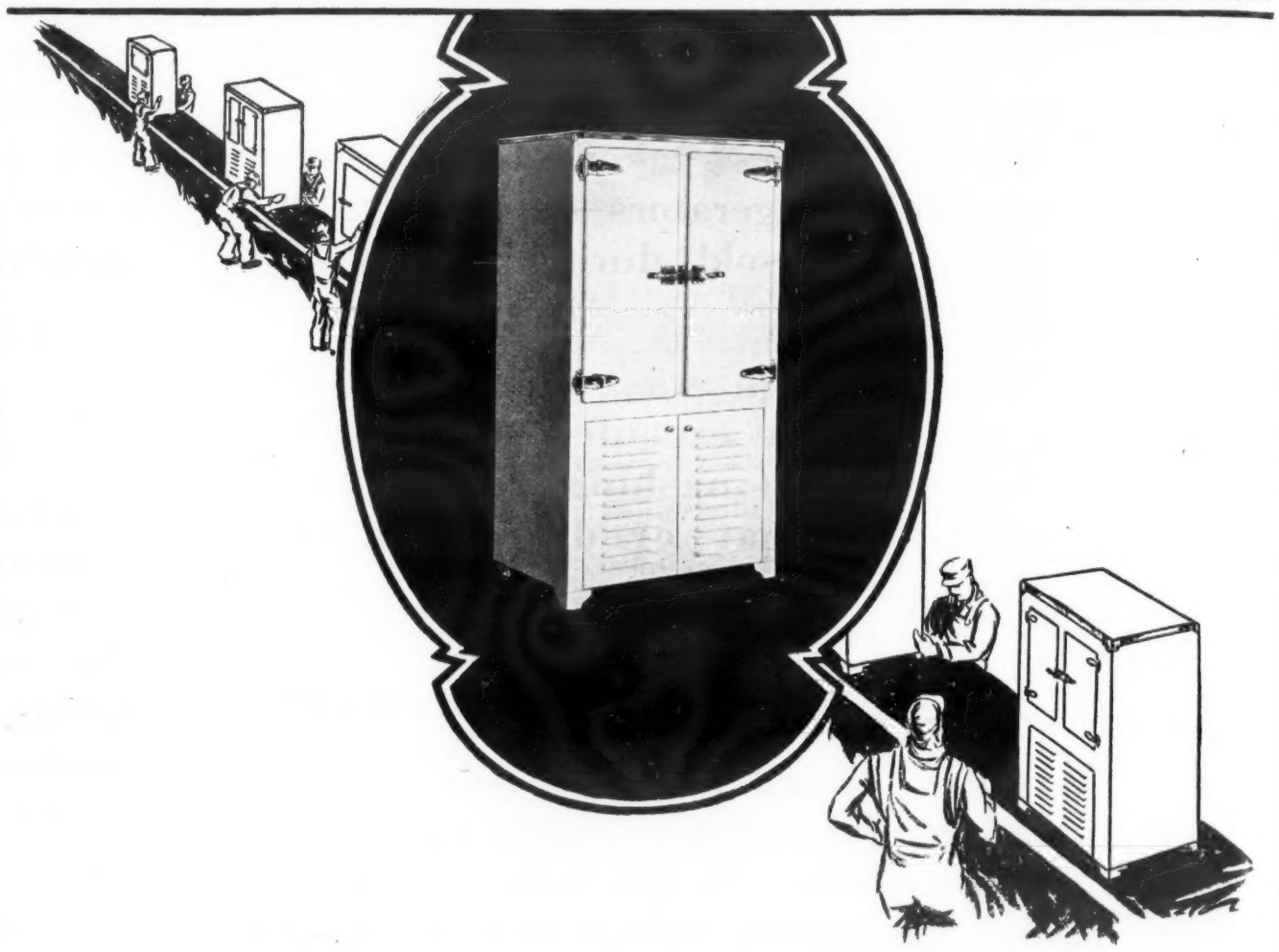
MAAS & WALDSTEIN CO.
METAL & WOOD
LACQUERS AND ENAMELS

EXECUTIVE OFFICES AND PLANT, 438 RIVERSIDE AVENUE, NEWARK, N. J.

CHICAGO OFFICE AND WAREHOUSE
1115 Washington Blvd. West

LOS ANGELES OFFICE AND WAREHOUSE
1212 Venice Blvd., Los Angeles, Cal.

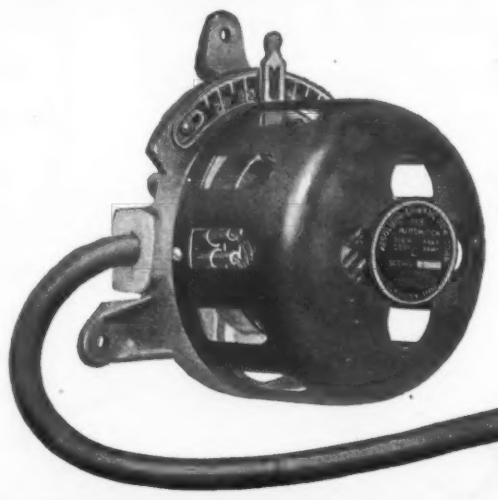
REX CABINETS FAITHFULLY UPHOLD THE REPUTATION OF THE REFRIGERATING UNIT



REX knows the needs of refrigerating unit manufacturers through long and close association with them . . . That is one reason why Rex engineers and master craftsmen have so successfully designed and built cabinets that fit all standard units and meet any production and installation needs.

REX MANUFACTURING CO.
CONNERSVILLE, INDIANA

Rex
THE COMPLETE LINE OF ELECTRICAL REFRIGERATION CABINETS



CON-TAC-TOR
THE AIRSWITCH
List Price
$18.00

AUTOMATIC REFRIGERATOR CONTROL
FOR
Butchers' Boxes Florists' Cabinets
Cold Storage Rooms
Refrigerated Show Cases
WRITE FOR BULLETIN 121

ABSOLUTE CON-TAC-TOR CORPORATION
ELKHART, INDIANA

FRIGIDAIRE VS. ABSOPURE PATENT SUIT POSTPONED

The patent suit of the Frigidaire Corp. against the General Necessities Corp., filed in the U. S. District Court, Eastern District of Michigan, Southern Division, in 1926 and which was scheduled to come to trial on July 9, has again been postponed by mutual agreement between the attorneys representing both companies. Judge Tuthill, before whom the case was to be tried is holding court in Bay City, Mich., and the postponement was arranged to avoid the necessity of transferring the records from Detroit to Bay City.

The patents involved in the suit are as follows:

Kramer 1,280,765, Oct. 8, 1918, Claims 3, 4, 5, 6, 7.

Kramer 1,281,027, Oct. 8, 1918, Claim 1.

Joy 1,502,914, July 29, 1924, Claim 9.

Wolf 1,291,334, Jan. 14, 1919, Claims 1, 2.

Wolf 1,337,175, Apr. 13, 1920, Claims 10, 15, 16.

Tibbetts 1,276,450, Aug. 20, 1918, Claims 1, 2, 3, 4, 6, 7.

Tibbetts 1,296,879, Mar. 11, 1919, Claims 4, 5, 7, 8.

Attorneys for the litigants are: Drury Cooper of New York City for Frigidaire and Toulmin & Toulmin of Dayton for General Necessities Corp. The case will probably come to trial in October.

EXPERIMENTS SHOW ELECTRIC REFRIGERATION CUTS MILK COOLING COSTS IN HALF

A study of the comparative costs of electric refrigeration and natural ice on three dairy farms for a period of more than two years shows the average cost of electric cold-storage to be about half that of the natural ice method, according to a report made by the New Hampshire Agricultural Experiment Station.

The total expense of refrigeration ranged from 67 to 140 per cent more when natural ice was used, and averaged over 100 per cent more than the total cost of electric refrigeration.

On a total cost basis, the average for all farms was:

	Nat. Ice	Electricity
Cost per cow per year	$6.36	$3.17
Cost, 100 qts. milk per year	0.30	0.15
Cost, per cubic foot of storage contents	1.32	0.69
Cost, per cubic foot of total contents	1.19	0.62

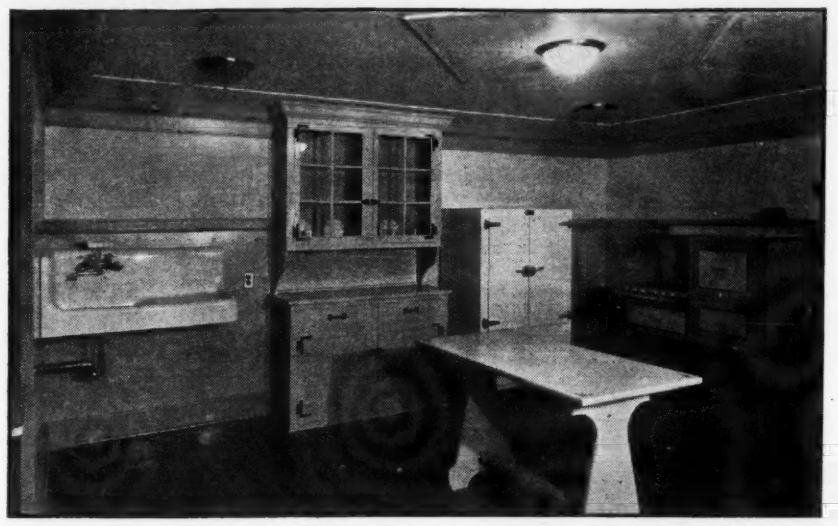
MODEL HOMES ARE 100% AUTOMATICALLY REFRIGERATED

The Citizens Gas Co., Indianapolis, Ind., recently opened a Blue Star model home. An Electrolux gas refrigerator is being featured in this home approved by the American Gas Association.

The Cincinnati branch of Frigidaire Corp. recently installed Frigidaire equipment in the "Dixie Dream Home," which has just been completed in Cincinnati, Ohio, by Sam Klatch.

The Indianapolis Power and Light Co., Indianapolis, Ind., recently opened a model electrical home in the company's display room at 48 Monument Circle. A Servel electric refrigerator is featured with other electrical appliances.

Presenting the Electric Refrigerator In Its Natural Environs



Believing that appliances of all kinds are more easily sold when the prospect can see them in their proper surroundings, the Home Equipment Division of the J. D. Loizeaux Lumber Co., Plainfield, N. J. has had constructed this model kitchen. A Welsbach electric refrigerator is placed in a location convenient to both the gas range and the built-in cupboard.

ATLANTA OFFICE COMPLETES G. M. A. C. BRANCH SYSTEM

Twenty employees of the General Motors Acceptance Corp., Dayton, Ohio, left for Atlanta, Ga., on July 6, to set up a branch office for the handling of Frigidaire, and Delco-Light time-payment accounts in that territory. The establishment of the Atlanta office will complete the organization of a branch system headed by the office in Dayton.

The Atlanta branch is the fifth to be established in strategic points throughout the country in the past few months. Other branches have been set up previously in San Francisco, Omaha, Dallas, and New York City. D. H. Pine will be in charge of the Atlanta office.

JUNE SHIPMENTS HEAVIEST IN ELECTRO-KOLD HISTORY

Electro-Kold factory shipments for the first six months of 1928 to June 30, according to E. S. Matthews, sales manager of Electro-Kold Corp., Spokane, Wash., exceeded by 72 per cent factory shipments for the corresponding period in 1927. Orders received during this period in 1928 exceeded orders received during 1927 by 85 per cent.

Shipments during June marked the greatest month in Electro-Kold history, being 51 per cent above sales of the best month of the previous year.

Kelvinator and G. E. Featured at Opening of Lowell Airport

The Lowell Electric Light Corp., Lowell, Mass., in conjunction with the New England Power Co., Worcester, Mass., occupied a large booth in the main building at the Air Meet and Exposition held in connection with the opening of the new Lowell airport on June 21-23. Kelvinator and General Electric refrigerators were featured at the exposition which had an attendance of more than 200,000 people.

Frigidaire Salesmen Attend Convention at Greensboro, N. C.

Approximately 200 members of the sales organization of the Home Light and Power Co. Inc., Greensboro, N. C. attended a Frigidaire sales and advertising convention held at Greensboro June 28 in the King Cotton hotel. S. O. Lindeman, president of the company presided.

The Snider Dairy and Produce Co., Medford, Ore., is supplying Kelvinator-Nizer ice cream cabinets to five of their retailers.

Balsam-Wool — efficient and economical insulation

THE first requisite of any refrigerator — icing or mechanical type — is efficiency. Efficiency plus a favorable selling price is an assurance of public acceptance — and consequent profits.

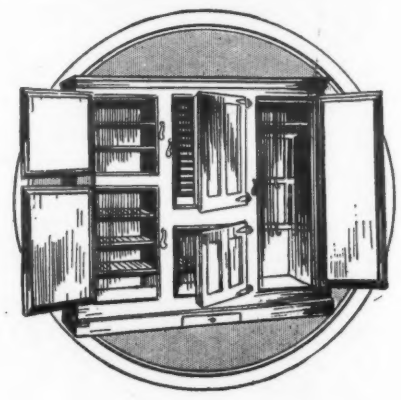
The manufacturer who wants to capture such a profitable market will investigate the merits of Balsam-Wool insulation.

Balsam-Wool is highly resistant to the passage of heat and cold. Durable, odorless and sanitary, its flexibility makes it economical to apply and assures *complete* insulation.

Manufacturers can secure samples of Balsam-Wool and complete information on request.

WOOD CONVERSION COMPANY
Insulating Division of Weyerhaeuser Forest Products
Mills at Cloquet, Minnesota
Industrial Sales Offices:
360 N. Michigan Avenue, Chicago · 101 Park Avenue, New York

Manufacturers of Balsam-Wool Insulation for Refrigerator Cabinets; Balsam-Wool Insulation for Refrigerator, Passenger and Mail Cars; Balsam-Wool Insulation for Motor Buses and Airplanes; also Balsam-Wool *Flexible* Building Insulation, and Nu-Wood — a board form of insulation for general building and industrial uses.



Over 250,000 SATISFIED Users

"To the dealer in electrical refrigeration of any type, the prestige of McCray as a builder of fine cabinets has real profit value."

PIONEER in modern sanitary refrigerator construction, for 38 years McCray has held to an unyielding ideal of quality which is reflected in the remarkable service records of McCray installations.

McCray users have always been our best advertisements. This army of over 250,000 satisfied customers is striking evidence of that leadership which is further revealed in the fact that McCray is the world's largest manufacturer of refrigerators for all purposes.

In single stock units and complete built-to-order installations for the largest institution, McCray quality is held to this single high standard.

All McCray models may be used with electric or mechanical refrigeration of any type, or ice. Pure corkboard, sealed with hydrolene by a distinctive process, provides perfectly air-tight insulation.

Send for latest catalogs and further information about refrigerators to meet your specific need. No obligation, of course.

McCRAY REFRIGERATOR SALES CORPORATION
Dept. 66. Kendallville, Indiana
SALESROOMS IN ALL PRINCIPAL CITIES *(See Telephone Directory)*

McCRAY REFRIGERATORS

Here's

FULL PROTECTION
and easy handling
for all refrigerators

IT IS a much easier and quicker job to handle and load bulky refrigerators *when they are equipped with Webb Slingabouts.* The Slingabout consists of a heavy canvas jacket, strapped about with husky belting slings and reinforced with harness leather. Your truckman can get a good sure grip on these slings and the most awkward refrigerator is loaded in a jiffy.

Slingabouts are lined with soft, quilted flannel. They offer ample protection to fine lacquer finishes and eliminate danger of damage both to refrigerator and house as delivery is made. They eliminate costly crates on all truck shipments. And — they win the good will of housewives by making a clean delivery.

Webb Slingabouts are made in sizes to fit every refrigerator. The attached coupon brings you complete information. Fill it in now.

WEBB *Slingabout*
CHARLES J. WEBB & CO.
116 Chestnut Street
Philadelphia, Pa.

Charles J. Webb & Co.
116 Chestnut St., Philadelphia, Pa.
Please send me full information about the Webb Slingabout.
Name .....
Address .....
Make of Refrigerator .....
E.R.N. 7-18-28

Modern Refrigeration Adopts Modern Transportation

Plane Chartered by General Electric Refrigeration Executive Makes 1300 Mile Round Trip from Cleveland to Atlanta

WITH the advent of aviation for speedy travelling, electric refrigeration has taken to the air. This ultra modern method of reaching one's destination in the shortest possible time was employed by P. B. Zimmerman, general sales manager, electric refrigeration department, General Electric Co., recently in making a 1300-mile trip from Cleveland to Atlanta and return.

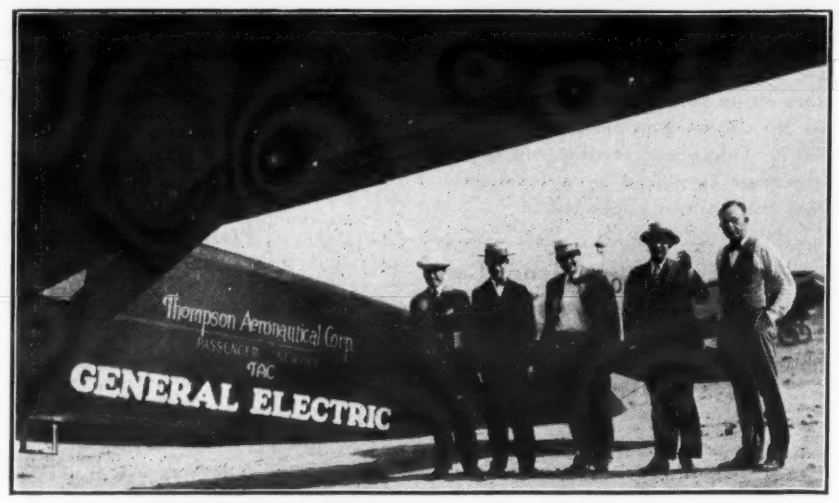
When Mr. Zimmerman was invited to attend the closing event in Georgia Power Company's big campaign during which $641,418.00 worth of electric refrigerators were sold, making a new world's record, he thought of combining the most modern means of transportation with this modern achievement in refrigeration.

To this end, Mr. Zimmerman, accompanied by F. M. Cockrell, publisher of ELECTRIC REFRIGERATION NEWS, L. H. Miller of the Electric Refrigeration Co. of Louisville, and Frank Watts, publisher of the Electrical Dealer Magazine, hopped off from the Cleveland airport in a Stinson-Detroiter plane, Saturday morning, July 7, and flew to Atlanta, arriving in time to participate in the barbecue celebration.

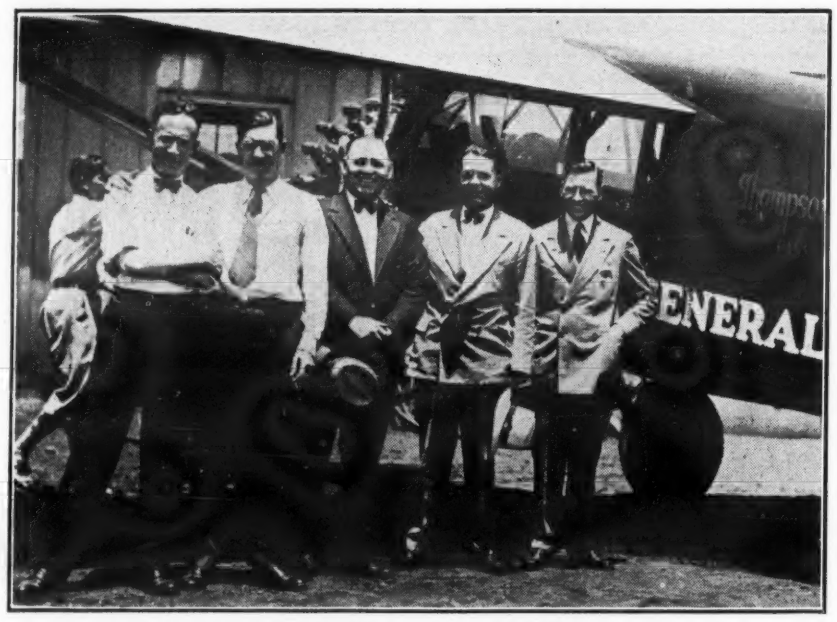
The plane was piloted by Lester F. Bishop, veteran of the air and chief pilot of the Thompson Aeronautical Corp. One stop was made at Louisville, Ky., where A. C. Mayer, manager of the merchandising service division of the G. E. refrigeration department, and C. O. Brown, assistant merchandising manager of the Georgia Power Co., joined the party.

Louisville Distributor Serves Luncheon to Airplane Party

A welcome event of the trip was the delicious cold luncheon served from a big General Electric refrigerator furnished by the Louisville distributor when the plane arrived at the Louisville airport at 1 o'clock. The following attended the luncheon party: P. B. Zimmerman and A. C. Mayer, of the General Electric Co.; C. O. Brown, of Georgia Power Co.; W. A. Link, president, L. H. Miller, vice-president and general manager, H. J. Augermeir, Jr., secretary-treasurer, and George Lambert, of the Electric Refrigeration Co., of Louisville; W. Clark Otte, commonwealth's attorney, thirtieth judicial district of Kentucky, and George J. Mayer, assistant commonwealth attorney; F. E. Watts and F. M. Cockrell.



Before the take-off from Cleveland Saturday morning



Arrival at the Atlanta Airport Saturday afternoon

HIGH SPOTS

From the Georgia Power Co. Electric Refrigeration Campaign

The total number of units sold was 1 833.

The average selling price per unit was approximately $350.00.

The estimated increased annual revenue from the sale will be $66,-000.00.

Last year's major refrigerator campaign totalled 1,257 units; the average selling price was $400.00; the estimated increased annual revenue was $45,000.00.

Every Detail of the Georgia Power's "Airplane Contest" Planned in Advance

Sells, in 53-day Period, Average of $7.00 Worth of Electric Refrigerating Equipment to Its 92,894 Electric Customers

THE Georgia Power Company and its affiliated companies, operating in the greater part of the state of Georgia, has just completed what is believed to be a world's record in the sale of electric refrigerating equipment for Central Stations in a definite campaign time-limit—$641,418.00 in 53 working days, from May 1 to July 1.

The campaign was, primarily, on the new General Electric domestic refrigerator whose sales during the period approximated 1,400 units. Commercial refrigerating activity was confined to Kelvinator coils and compressors installed in Hussman and McCray "walk-in" boxes, freezer-counters and cabinets. Practically 85 per cent of the total sales were General Electric household models. The total number of refrigerator installations made was 1,833.

Pre-Campaign Preparation

As is usual with the Georgia Power Company, no merchandise campaign is entered into without careful and meticulous preparation. This was more than true on this most recent effort. The Company had, during May and June of 1927, sold more than $504,000 worth of electric refrigerators and, quite naturally, was not disposed to "shoot" for a smaller bogie than that established for last year. Consequently even more thoughtful planning than characterized 1927's activity was in order for their major sales campaign of 1928. As far back as December the groundwork was begun; as early as February the Campaign prospectus had taken definite shape.

Beginning the second week in April a series of divisional meetings was scheduled in each of the five Divisions. Prior to these meetings no part of the campaign plans were divulged. Every district manager, every division sales supervisor, every salesperson was eager to know just how the officials expected to have them establish another record in the sale of electric refrigeration. Everyone had been keyed up to the point where they knew that something unusual was to be offered them in the sale of this newest refrigerator—the General Electric. Special advertisements directed to the salespeople, telling of the economy, efficiency and quietness of the machine, had been run in the department's weekly sales organ *"The Sales Log."* Having, on the last refrigerator campaign sold a different make of equipment, it was felt that the salesmen themselves should first be "sold" on the product before they should attempt to sell it to the Company's customers.

The divisional meetings were in charge of C. O. Brown, assistant merchandise manager, assisted by Gus Mayer, manager of the merchandising service division of the General Electric Refrigeration Department, the merchandise manager, H. A. Pendergraph, the merchandise advertising manager, and representatives from the Kelvinator, Hussman and McCray companies. An entire day was devoted to each of these meetings . . . . the morning to giving technical information on the various equipment, the afternoon to explaining the methods most desirable in selling electric refrigeration. In the evening a banquet was given, at which time complete details concerning the particular campaign were presented and discussed, the prospectuses handed out and the sales promotion plan outlined. Enthusiastic talks were made by Mr. Mayer and by the various sales supervisors. And it may be said with due emphasis that there was, perhaps, no other single thing that contributed so much to the success of this record-breaking campaign as these Divisional meetings, where "pep" and enthusiasm ran rampant and where rivalry between the Divisions was tuned to highest pitch!

Prospectus and Sales Promotion Plan

The campaign prospectus consisted of approximately 25 mimeographed pages bound in a special brightly-colored cover. It contained the quotas for each division and each district, listed prices, down-payments and terms on each piece of equipment, explained the sales promotion idea, indicated the various prizes and outlined the advertising schedules. This booklet was designed to lay before each store manager and salesman, in concrete form, complete knowledge concerning the sale. Such a type of campaign prospectus has proved of individual assistance in the many merchandise activities of the Georgia Power Company over the past three years. It makes for a clearer understanding among the salespeople as to just what they are expected to do and how they should do it.

To maintain interest and rivalry throughout the May-June refrigeration drive it was decided to conduct the campaign as an airplane race around the world. Each district office was represented as an airplane and known as "The Spirit of Atlanta," "The Spirit of Dublin" "The Spirit of Macon," etc. A large map was especially prepared and furnished each office showing the charted routes the planes should fly. The map was circum-polar in shape and was graduated around the circle into 100 equal parts, each graduation being one per cent of quota. In addition to the small cardboard planes for each particular office two other planes were to be moved forward on the route daily. These were: a plane representing the division squadron's progress, and another representing the progress of the total campaign quota. A special bulletin, "Plane-Fax," was issued every other day showing the standing of each and every district and division. Such a bulletin acted as a stimulator to those offices running behind their quotas and spurred-on the leaders to even greater effort.

The districts were divided into three classes, according to the numbers of customers in each. Prizes were awarded for leaders in the three classes. For the plane in each class arriving in Berlin first on the charted route a total of $195.00 in prizes were given; for the leading planes in each class at May 31, the half-way mark, a total of $255.00 in prizes was distributed; and for those districts selling the greatest per cent of their quota for the entire campaign there were first and second prizes totalling $550.00.

"Sales Log," a weekly publication from the merchandise advertising division, ran hand in hand with the every-other-day bulletin, "Plane-Fax." in keeping competition between the offices as keen as possible.

Airplane Advertising

In keeping, still further, with the airplane idea three planes were chartered to make scheduled trips during the first two days of the campaign visiting practically every town in which the Georgia Power Company had a retail store. More than one hundred thousand cut-outs of the General Electric refrigerator were printed and showered over the various towns. On the cut-outs were two numbers—one on the top-unit part of the machine and a corresponding number on the body part. The message on the paper instructed the finder to deposit the perforated unit in a box provided at the power company office and to retain the lower part of the sheet. The message stated, also, that valuable prizes would be given away at the time indicated. These prizes consisted of waffle irons, irons, toasters, electric cookers, and so forth.

Considerable newspaper publicity was given this unique use of airplanes in the actual promotion of a sales campaign. Posters were printed and sent to each town for posting in the Company's office and in other business houses, drug-stores and restaurants. These posters read: "Watch for the Georgia Power Airplane —Coming This Week!" The return of units was exceptionally gratifying and large crowds attended each prize drawing. A newspaper advertisement giving the flying schedule was published in the three leading Atlanta newspapers on Sunday prior to the beginning of the campaign and flights on May first. The circulation of these papers extended well into all the outside-Atlanta territory of the Company.

Approximately $15,000.00 was expended in advertising the sale, about 75 per cent in newspaper space and 25 per cent in other forms of publicity. The schedule of newspapers included five Atlanta papers, 36 weekly papers and five outside-Atlanta dailies. The advertising story, while designed to sell the general value and economy of household electrical refrigeration, was built around the specific selling points of the General Electric machine . . . . its quietness, its freedom from worry and trouble, its mechanical perfection, its requiring no oiling.

Prior to the campaign each district office was requested to send in to the Atlanta office a complete list of what they considered their very best refrigerator prospects. Special prospect sheets were supplied them. To these lists were sent four direct-mail pieces consisting of three large folders done in attractive colors and one duplex letter. The folders and letter were designed more to sell the need for electric refrigeration than the particular product.

A one-half showing of poster boards was contracted for during the months of May and June covering 47 towns and using 137 boards. This was the first extensive use of posters by the Georgia Power Co., but it was, no doubt, of valuable assistance from a reminder-advertising standpoint toward the success of the campaign. Street-car cards were used in Atlanta, Macon, Athens, and Rome. These cards. in two instances, were done in the new silk screen color process and extracted favorable comment from many of the Company's customers. The large dash signs were changed once a week and a large enough quantity of them was printed to furnish extra copies to the retail offices for use as window and counter cards. "Two-Bells," the street railway weekly publication in Atlanta, carried advertisements on the sale as well as several stories concerning its progress. This medium has a wide reader interest among the city's car-riders, with a circulation of approximately 70,000 per week.

Especial attention was paid to window and store displays during this refrigeration activity. Display cards were prepared in Atlanta and sent out to the District stores; windows in the main Atlanta store and the five Atlanta branch stores were carefully dressed and changed each week.

Factors In Success of Campaign

H. A. Pendergraph. merchandise manager of the Georgia Power Company, in reviewing this most recent record established by his organization says:

"Of course, when we set a quota of $500,000.00 for ourselves on this refrigerator campaign we expect to make it and we thought, too, that we would better the bogie by a goodly margin. There were so many things contributing to the success of this major effort that it is hard to put one's finger on the most important. However, there are three factors that stand out in my mind as, perhaps, the most salient. First, the fact that the campaign was adequately planned and prepared; that there was no gueswork as to the method of promotion at the divisional meetings every salesman had an opportunity to clear up any questions he might have had relative to the plan. Second, the maintenance of a continual spirit of competition and rivalry between district and district, division and division. through daily bulletins showing the standing of each and every story. And, third, the intelligent acceptance on the part of our customers for the convenience and economy of electric refrigeration. This last point is, I am afraid. one that up until this time we had failed to appreciate. to the extent it warranted. But, throughout the state of Georgia, and the South in general—there has been a marked improvement within recent years toward attention to those electrical appliances which go toward making better and happier homes.

"The Campaign is, naturally, one of which I am justly proud. And its success hinged on the 'everlastin' teamwork of every bloomin' soul.'"

Model Electrical Home on Tour in New England

A unique traveling exhibit, featuring the most modern devices used in the electrical home, is now touring the territory served by the New England Public Service Co., Augusta, Me. This exhibit will be shown in about 100 communities. It is a one-story bungalow mounted on a large motor truck. An electric refrigerator is featured along with other modern appliances.

Final Report of Georgia Power Co. Electric Refrigeration Campaign May 1 - June 30

A total of $641,418.00 in sales were made in 53 working days, or 128.3 per cent of the half-million quota. Districts in each of the three classes ranked as follows:

CLASS "A"

Rank	District	Quota	Sales	% of Quota
1.	Inman Park	$ 50,000	$ 98,942	198
2.	West End	25,000	37,716	151
3.	Decatur	20,000	24,466	122
4.	Macon	60,000	66,718	111
5.	Alexander-Seewald	50,000	53,585	170
6.	Tenth Street	35,000	33,579	93
7.	Commercial	40,000	34,356	86

CLASS "B"

Rank	District	Quota	Sales	% of Quota
1.	Buckhead	$ 30,000	$ 49,996	167
2.	Milledgeville	10,382	16,442	158
3.	Dublin	14,323	18,193	127
4.	Athens	23,983	29,202	122
5.	Carrollton	12,153	14,676	121
6.	Rome	28,910	32,054	111
7.	Brunswick	14,110	10,182	72
8.	Statesboro	8,454	5,504	65
9.	Gainesville	11,730	6,670	57

CLASS "C"

Rank	District	Quota	Sales	% of Quota
1.	Woodbury	$ 2,151	$ 6,519	303
2.	Jasper	2,696	6,845	264
3.	Swainsboro	4,366	11,134	255
4.	Greensboro	3,105	7,012	225
5.	Panola	4,072	9,054	222
6.	Hazelhurst	3,075	4,886	159
7.	Franklin	7,206	11,365	158
8.	Eastman	5,965	9,322	156
9.	Vidalia	6,130	9,482	155
10.	Toccoa	3,635	4,869	134
11.	Douglasville	6,488	8,651	133
12.	Cornelia	5,213	6.663	127
13.	Waynesboro	7,754	8,770	113
14.	McDonough	4,273	4,565	107
	Totals	$500,000	$641,418	128.3

DIVISION STANDINGS

1.	Atlanta	$250,000	$332,640	133.1
2.	Athens	58,944	74,835	126.9
3.	Macon	72,533	89,679	123.6
4.	Rome	54,420	66.791	122.7
5.	Dublin	64,177	77,473	120.7
	Totals	$500,000	$641,418	128.3

An Open Letter to manufacturers with surplus floor space

GEORGE R. MEYERCORD
PRESIDENT

JAMES R. FITZPATRICK
VICE-PRESIDENT
SECRETARY

A. O. JOHNSON
TREASURER

HOWARD B. DUNTON
ASST. SEC'Y AND TREAS.

HASKELITE
MANUFACTURING CORPORATION

PLYWOOD — HASKELITE — PLYMETL

WATERPROOF GLUING
120 SOUTH LA SALLE STREET
CHICAGO

PLYMETL
"Air-Tite"
Clothes Vault

CABLE ADDRESS
"HASKELITE"
BENTLEY CODE

FACTORY
GRAND RAPIDS

July 18, 1928

Gentlemen:

Unused floor space represents so much lost opportunity. A good specialty line which can be handled in this space without excessive capital investment or undue operating cost is the logical way to turn this loss into profit.

We have an ideal proposition for manufacturers who are considering such a specialty line. The PLYMETL Refrigerator Cabinet is unique in its design and construction. We fabricate the shell at our Grand Rapids factory and ship it flat to the local assembly plant which bends this flat shell into the form of the cabinet, inserts the cork insulation, puts on the hardware and doors, and delivers it locally to customers developed by electric refrigeration salesmen. The saving in shipping costs enables the local plant to compete successfully with cabinet manufacturers distributing nationally and still show an unusual profit on the operation.

We furnish all instructions needed to perform the simple assembly operations. The amount of floor space required is small. The investment is only $5,000 to $10,000, depending on the proposed production scale.

This is not limited to big cities. Any community where three or more electric refrigerators are being sold per day represents a profitable opportunity. The exclusive features of the cabinet -- such as the elimination of wood framing, the sealing of the exterior shell against moisture and vermin, the Vitrolite lining, perfected insulation, etc. -- make it readily acceptable to refrigerator sales organizations. The consumer gets quicker delivery, a box that is not marred in crating and shipping, and a wider choice in color and decorative finish.

There are many cities in which franchises for these local assembly plants have not yet been closed. We are in daily touch with interested parties. We invite prompt action to secure this profitable business in your community.

Very truly yours,

GRM:AL

President
HASKELITE MANUFACTURING CORPORATION

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Electric Refrigeration Industry

PUBLISHED EVERY TWO WEEKS BY

BUSINESS NEWS PUBLISHING CO.

554 Maccabees Building, Woodward Avenue and Putnam Street
Detroit, Michigan. Telephones: Northway 4243-4244

Subscription Rates (Effective until Sept. 12, 1928.)
United States and Possessions: $1.50 per year; three years for $3.00.
All Other Countries: $1.75 per year; two years for $3.00.

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JULY 18, 1928

Automatic Retailing

ONE of the most interesting possibilities for the future development of electric refrigeration lies in the field of "automatic retailing"—in other words, the application of electric refrigeration to vending machines. So far there has been but little apparent progress in this direction, but a brief consideration of the trend of several distinct movements will indicate their convergence in a mechanism of vast potentialities.

In the past the vending machine has been considered mainly as a catch-penny device of temperamental habits. It is credited with having a remarkable ability to collect coins, but frequently requires considerable coaxing before giving up a just portion of chewing gum or candy. On rare occasions it will surprise the patron by disgorging a double helping, thus restoring faith in its character and holding out hope for the future.

Every industry has its peculiarities, exemplified by certain traditional methods of doing business, but the vending machine field seems to have acquired more than the usual lot. Although there has been a wide application of the slot machine idea, in the form of numberless ingenious and complicated contrivances, the industry has received a minimum of credit for its progress and service. Only very recently a consolidation of vending machine interests attracted attention in financial circles. Public notice was attracted lately by the appearance in a New York chain cigar store, of a machine which *talks* in addition to performing the vending function. This startling device accepts the customer's money, says, "thank you," makes change, delivers a package of cigarettes, and quotes the slogan of the particular brand selected.

Considerable interest was aroused a year ago when the Eskimo Pie Co. was working on a machine which would vend this popular confection. The idea of such a device excited the imagination of many engineering minds. Obviously, if the combination of electric refrigeration with that of the vending machine would make it possible to offer an automatic retailing service for so perishable a product as ice cream, then the whole field of food merchandising would be opened up.

One far-sighted manufacturer of electric refrigeration units is reported to be concentrating attention upon vending machine applications and now making a special study of the "low-side" engineering features. A New York concern is also reported to have established itself as the first specialists in the new combination field.

A Machine Answer to the High Cost of Distribution

Turning to the broad problem of the high cost of distribution which has given so much concern to economists during the past several years, it will be seen that the trend of events is paving the way for a mechanical development of the type suggested. It is frequently noted that most of the efforts to reduce the cost of retail selling have resulted in minimizing the importance of the salesperson. Almost frantic efforts have been made to devise ways and means of educating the clerks behind the counter to more intelligent and effective selling methods. Other forces, however, have continually served to defeat this aim.

National advertising, packaged goods, uniform prices, and other well known factors, have all conspired to turn retailing into a "slot machine operation" in spite of desires to the contrary. In a large share of modern retailing the customer points to the package on display, hands over the coin, receives his purchase, and departs with little or no conversation in the process. "Specialty selling," in which the salesman seeks the prospect, demonstrates the product, arousing a desire to own where none existed before, has taken on a professional character, attracting a spirited type of individual, who considers it unworthy to supply that which the customer already knows he wants.

An endless variety of merchandise, however, which the public has been trained to buy, by so-called "slot machine" methods, offers a tremendous field for the application of the mechanical salesman. Up to the present time these applications have been limited to non-perishables. With the combination of electric refrigeration, all manner of perishable merchandise comes within the scope of automatic retailing. Food products of all kinds offer a particularly attractive field for this development.

The triple combination of the vending mechanism with refrigeration and the talking machine will be truly eventful. Add movies to demonstrate the product and the human element will be completely eliminated.

N. E. M. A. READY AND WILLING TO ASSIST IN ORGANIZINGINDUSTRY

National Electrical Manufacturers Association
420 Lexington Avenue, New York
July 16th, 1928.

ELECTRICAL REFRIGERATION NEWS,
Detroit, Michigan.

The editorial on page 8 of your July 4th issue is very timely. Your advice to "Complete The Association" is the best that could be given to the refrigeration group. Evidence multiplies daily that the manufacturers of electric refrigeration apparatus are in very definite and, one might say without exaggeration, desperate need of an association organized along constructive lines to stabilize conditions in the industry. Our Board of Governors has endorsed the cordial invitation I extended to the refrigeration manufacturers to become affiliated with NEMA and has expressed the desire, already transmitted to the officers of the Refrigeration Council, that they meet with our committee on organization to arrange any and all necessary details in a mutually satisfactory manner.

NEMA is able, ready, and willing to perform, and it is my sincere hope that the organization of the electric refrigeration industry will proceed with all possible dispatch.

Alfred E. Waller,
Managing Director.

UNETHICAL USE OF TITLE "ENGINEER" SHOULD BE CURBED

ELECTRIC REFRIGERATION NEWS,
Detroit, Mich.

Your articles in the issue of June 20th referring to the type of refrigeration salesmen "best suited for the refrigeration business" by Messrs. Roy George, Frank W. Gray and anonymous under the heading "Says Young Men Do Not Make as Good Refrigeration Salesmen as Those More Mature" were surely balsam on my heart.

I am in the refrigerating game since 1908 and have been in the field and sales manager for many years. I have handled Ammonia machines of different makes, S O 2 and Methyl Chloride machines and sold them here, in Cuba, all over South America and in Mexico.

I approve of every word the three writers above mentioned say and would like to say a few words in regard to my own experience.

It is about time that something is said and *done* as far as the "Refrigeration Salesmen" or "Refrigeration Sales Engineers" are concerned.

First: "What is a refrigeration salesman and what is a refrigeration sales engineer?

There is no country on God's earth where the word "Engineer" is more "Misused" than in our own.

Every Tom, Dick and Harry calls himself an "Engineer."

Formerly every barber who would cut the corns for some of his customers, or every porter in a hospital who helped to wash the bloody linen in the operating rooms and occasionally was allowed to enter the operating rooms to hold some instruments or help saw off a leg would call himself a "Doctor." Even now the chiropodists call themselves "Doctor." I know a nurse, whose husband works in a can factory and who "studied" chiropody at night who would only refer to her husband as the "Doctor."

Well, the real doctors have pretty well cleaned up this nuisance, but we engineers are still 100 years behind.

An "Engineer"—sales—or other is only a man with a college degree—no others should have the right to use that title.

Nobody should call a man who erects an ice-machine an "Erecting Engineer" or a fellow who services any steam, or other engine an "Engineer." I know a man who started as "Oiler" in an ice plant, then became "Assistant Engineer," later "Chief Engineer," then "Chief Engineer" of an ice machine company building small ammonia machines. This man is a very good mechanic—but never an engineer, his knowledge is purely mechanical and practical, but he does not have the least theoretical knowledge which everybody who calls himself an engineer should have. His proper title is "Master Mechanic" or "Foreman."

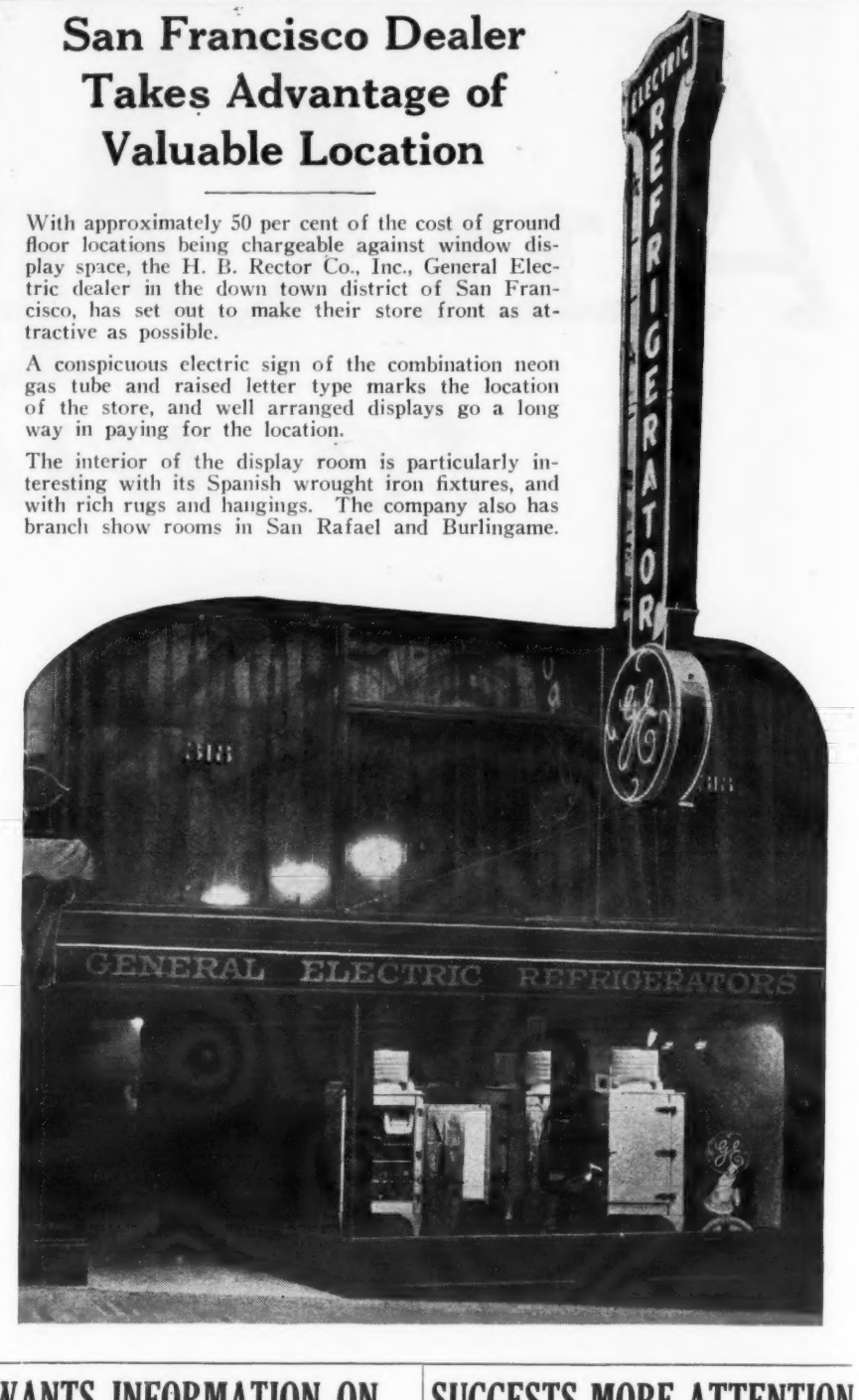
Alright. Granted that a good mechanical knowledge is better than a lot of theories, give the man who has the practical knowledge and who knows how to sell ice machines the title "Sales Engineer." But what is done now? Any salesman who takes up the sale of refrigerating machines calls himself a "Sales Engineer," having neither the theoretical nor the practical knowledge which entitles him to the use of this name, and the company whom he represents does not stop him. Why—because the men who are at the head of the sales departments today are no engineers themselves but *high pressure salesmen* and *merchandisers.* W.H.S.

San Francisco Dealer Takes Advantage of Valuable Location

With approximately 50 per cent of the cost of ground floor locations being chargeable against window display space, the H. B. Rector Co., Inc., General Electric dealer in the down town district of San Francisco, has set out to make their store front as attractive as possible.

A conspicuous electric sign of the combination neon gas tube and raised letter type marks the location of the store, and well arranged displays go a long way in paying for the location.

The interior of the display room is particularly interesting with its Spanish wrought iron fixtures, and with rich rugs and hangings. The company also has branch show rooms in San Rafael and Burlingame.



WANTS INFORMATION ON COMMERCIAL LAYOUTS

"I would like to suggest that you continue to print information for salesmen and engineers to assist in layout of refrigeration systems for various kinds of commercial and apartment building applications."—A. M. Fenwick, distributors, Superior Iceless Refrigerator, Fostoria, Ohio.

CORRECTION

In a news item which appeared in the July 4 issue of the NEWS, Donald Stophlet of Waukesha, Wis., was incorrectly referred to as a Frigidaire dealer. Mr. Stophlet has been the General Electric distributor for southern Wisconsin since May of 1927 and the report regarding changes in his store has been found to be entirely inaccurate.

In the same issue a notice appeared to the effect that the Brody Electric Co., 665 Bergenline Ave., Union City, N. J., has taken an agency for General Electric refrigerators. The Brody Co. handles the Iceberg refrigeration equipment and the General Electric dealer in Union City is Frank Hermance at 710 Bergenline Ave.

SUGGESTS MORE ATTENTION TO SERVICE MEN'S PROBLEMS

2031 Pensacola Ave.
Chicago, Illinois
July 8, 1928.

Electric Refrigeration News
554 Maccabees Bldg.
Detroit, Michigan.

Gentlemen:

I am hoping a compilation of your subscribers will show a good percentage of service men enrolled, and you will soon favor us with a little space devoted to engineering, mechanics and technical subjects.

The Nizer course you published was good, but some of us want to go beyond the cycle of refrigeration. We want to keep posted on new developments and improvements being made, better methods of doing the routine work, and get increased efficiency that will add profits for the boss and give our customers real satisfactory service.

The service man has a real place in the electric refrigeration industry, and our success is based on the amount of knowledge we attain through study and experience.

I feel that space devoted to our part of the business, with articles by factory engineers, college professors and contributions by installation and service men would benefit the whole industry.

Very truly yours,
H. H. Sellers.

Central Indiana Gas Co. Capitalizes On Appeal of the Colored Kitchen

The approval which seems to have greeted the development of the color in the kitchen idea is being capitalized on by the Central Indiana Gas Co., Muncie, Ind., in their window displays such as the one pictured above. The illustration shows a model kitchen arrangement with cabinet gas stove—colored utensils and the Electrolux automatic refrigerator in one of the new colors being featured by Servel Sales, Inc.

Southwestern Lt. & Pr. Co. Meeting Opens Servel-Electrolux Drive

Sales and service men of the Southwestern Light & Power Co., in southwestern Oklahoma, attended a meeting at Chickasha on June 11, which opened a campaign on Servel and Electrolux refrigerators. These men have sold 200 Servel units up to July 4 and expect to sell as many more before the close of the year.

The Building Supply House Has Unusual Opportunities To Sell Home Appliances

A Seasoned Sales Force and an Established Contact with Builders Place the Supply House in a Favorable Position

By L. F. Pratt

THERE are very few retail businesses that cannot, if the matter is handled properly, add a standard line of electric refrigeration equipment and make a genuine success with it. This fact is certainly more universally realized today than it was a year ago. Look around any retail district and you will find plumbing, radio, furniture, auto accessory, electrical, hardware and any number of other retail establishments doing very well with electric refrigeration. To be sure some lines have an advantage over others for this distribution.

While some manufacturers are getting better results in their own retail distributing stores others prefer to interest an established line of business to act as selling agent. Most dealers approached are agreeable that electric refrigerators will sell. It is another thing to outline plans and convince dealers that the proposition is good, principally because they think in terms of overhead and diversified products.

In placing franchises manufacturers find less resistance by selecting a business fitted from an organization point of view to handle the product, one also with influence in the buying market. These two factors are outstanding. From this viewpoint one business which seems to be particularly suited for the distribution of electric refrigerating units, is the building supply dealer.

One manufacturer, in trying to convince the first prospect that a selling franchise for a reputable line of electric refrigerating equipment would be an asset to his building supply business, was not greatly encouraged. Perhaps the establishment was a trifle doubtful even for the building supplies it carried. Nearer to the point, there really was more room for improvement than is usual in a going concern. The establishment had only an apology for a showroom, a recognized setback at the very start. Withal, after some explaining and more urging, this dealer did add a good line of electric refrigeration equipment, and moreover he made it pay.

The experience proves that even when conditions are unfavorable electric refrigerators will sell. In this instance it proves that the building supply field offers an exceptional market. The establishment mentioned is situated in a small rural community, but was relatively large. It did a fair business in lumber, and handled a sizable and profitable stock of other supplies. It required first of all a new showroom. Display, attractively presented, is one sound and important step. Any store having an unusual and artistic arrangement pointing out time saving, health producing, beautifying or money saving products, is bound to bring in the buying public in goodly numbers.

There is no question but that such a dealer will dispose of his share of refrigerators through display alone. People as a whole, whether they use electric refrigerators or not, are nevertheless quite sold concerning its advantages. The main requisite is to attract attention and arouse interest to the buying point. Nearly every family in a community is a prospect.

An up-to-the-minute-display room became one of the features of this building supply business. It did more than sell refrigerators. It produced a long lacking spark and exemplified progress. From a somewhat stagnant and matter-of-course business existence, this house began to attract attention as a live, ultra-modern establishment. This visible advertising kindled the necessary spark for future success, and increased the sales volume of other products.

Perhaps the average building supply house is conducted along similar lines, but it has advantages which manufacturers of electric refrigeration equipment would do well to consider in their search for capable dealers. There is, to begin with, a well-trained corp of outside salesmen. Whether this sales organization is made up of two, five or even a dozen men, it is at once a valuable marketing asset with a wide acquaintance in just the field that is buying more and more electric refrigerators every year.

These men are continually circulating among a buying clientele that is decidedly a favorable purchasing group, especially for built-in units. In farming sections no business is closer to the rural community than the building supply house. Immediately there is opened a field among creamery and dairy farm operators for cooling units particularly adapted to those industries.

These salesmen have been trained to sell products requiring similar selling points, so that the new line is adapted to their list with little or no trouble. This in itself is a factor of importance. Other retail establishments, it is well to remember, often have to break in a complete outside selling force. And it is truly a discouraging problem to cope with a green or untried selling force.

The building supply house has a very close working acquaintance with architects, contractors and real estate operators, all of whom are on open sesame to the construction industry. The latter field especially the apartment house phase of the industry, presents an outstanding market for the distribution of built-in units. A building supply house handling an electric refrigerating unit comparable with its other products on which the reputation of the establishment was built, is, to say the least, preferably placed for immediate sales.

Electric refrigeration, today, has become a matter of competition in the construction and subsequent leasing of the modern apartment house. Hence the live market. People who prefer this type and style of living have already been educated to require electric refrigeration. Real estate operators are yearly finding that it is more and more difficult to keep apartments leased that have never been equipped with electric refrigeration.

Recently in one of New England's largest cities an owner remodeled all his apartments and included specifications for the installation of five hundred built-in units, because he had learned his apartments would not compete in the matter of leasing with those apartments equipped with electric refrigeration. The procedure seemed an all too expensive item, but it has proved a blessing from a business standpoint. Since completion these apartments have leased readily to desirable tenants.

And it is just such contracts as these that make good business and it is just such contracts on which building supply houses more often than not have the inside track.

REPORTS 30 CARLOADS OF FRIGIDAIRES SOLD IN SAN ANTONIO IN SIX MONTHS

Thirty carloads of Frigidaire electric refrigerators have been sold in the past six months in San Antonio, Tex., and surrounding territory, according to an announcement made by E. J. Hermann, Frigidaire branch manager in San Antonio, before a convention of salesmen and dealers there on July 1.

The meeting which lasted two days was devoted to a discussion of sales programs and the awarding of cash prizes to those who made outstanding records during the campaign.

Benjamin Announces Changes in Personnel and Territories

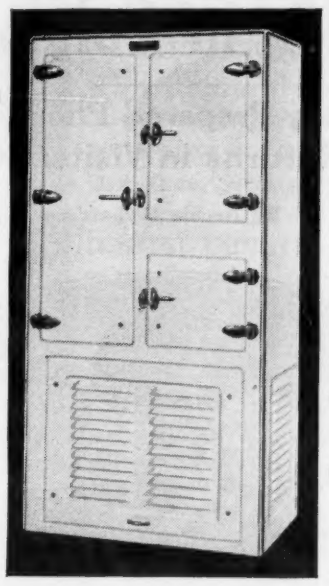
Benjamin Electric Mfg. Co., 128 So. Sangamon St., Chicago, announces the appointment of Webster Stephenson to cover sales of refrigerator cabinets in the territory formerly handled by T. W. Miller. The territory formerly handled by R. E. Anderson will be covered by C. W. Thode, except the Western part of Pennsylvania, which has been added to the territory covered by Thomas Stephenson.

General Electric Co. Elects Two Vice-Presidents

T. W. Frech has been elected to the position of vice-president in charge of the incandescent lamp department, and Dr. W. R. Whitney has been elected a vice-president and director of research of the General Electric Co.

A new title of honorary vice-president has been conferred on three veteran officials of the company, namely J. R. Lovejoy, George F. Morrison, and B. G. Tremaine.

BOHN'S *Latest Achievement* — The New BOHN "Super Quality" Refrigerator



Beautiful, Distinctive

Can be had in 5, 6, 7, 9 and 12 cubic foot net food storage capacity.

White Porcelain Enamel inside and outside. The machine compartment is ideal for storage space where remote installation is made.

[Featuring the Insulated Baffle Wall]

The lowest prices in our 31 years of manufacturing *"Super Quality"* Refrigerators

BOHN REFRIGERATOR COMPANY
SAINT PAUL, MINNESOTA

These models are on display at our own stores in

NEW YORK 5 East 46th Street
CHICAGO 227 No. Michigan Blvd.
BOSTON 707-709 Boylston Street

Brass Tube Annealing is Brought to an Exact Science by this Latest and Largest of Furnaces

EVERY TUBING PART
Copper, Aluminum, Brass

A growth of nearly 300% in five years is a definite tribute to the efficiency of our Tube Drawing and Tube Fabricating Departments. Whatever your tubing problem—it can be answered here in a way which will lead you to consider us as your permanent source of supply. Send your specifications or blue prints for quotations.

WOLVERINE TUBE CO.
SEAMLESS COPPER BRASS & ALUMINUM
1415 Central Ave., Detroit, Michigan

Sales Offices: Cleveland; Chicago; Atlanta; Los Angeles; Denver; Rochester, N. Y.; Dayton, Ohio; New York City; Dallas, Texas.

Campaign by Telephone Proves Effective Opener for Dealer in Columbia, S. C.

Calls to Carefully Prepared Phone List Brought 50 Per Cent Returns in Visitors to the Store

By Archie Richardson

TO introduce an electric refrigerator that is new to the people of a city, beginning the campaign late in the season, with only a small stock on hand and poor prospects for delivery, and to have that machine established and sixty orders for spring delivery in hand within nine months, is good work. That is what C. C. Weir, contractor-dealer of Columbia, South Carolina, did.

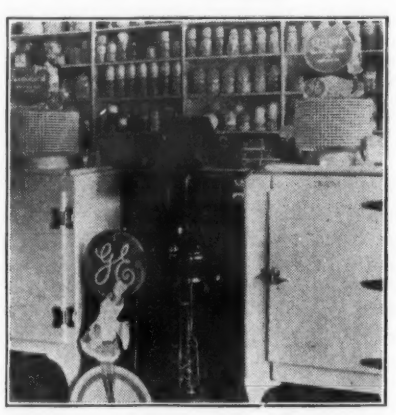
It was in June, 1927, that Mr. Weir took the local agency for an electric refrigerator of national reputation but little known to Columbians. By February he not only had sold his entire original stock, and many others, but had sixty orders for spring delivery.

He considers that his telephone campaign contributed more than anything else to his success. He compiled a list of everyone who might reasonably be suspected of being able to buy an electric refrigerator. He called them on the telephone, usually when they were at home, after business hours. He told them he had what he considered the highest development in electric refrigeration, and that he could prove that it was cheaper to own and use one of these machines than to continue to pay ice bills. He invited them to call at his store and see the machine in use. Result—fifty per cent of those phoned, came to the store to investigate! Fifty per cent saw the various models in operation and went home to talk about them among themselves and their friends, and do his best advertising—free! Many who could not come at once, were glad to have a salesman come out to their own homes and explain the proposition.

Make the 'Phone Talk Good

Of course only a small part of those who visited the display gave their orders, but the names of the others were kept on the prospect list, and there is no doubt that many more will be sold. The number of 'phone calls resulting in a visit was high partly because the telephone talk was vigorous and interesting, and partly because the call list was prepared very carefully. While there is some value in telephoning people who are not financially able to buy a refrigerator, because it gets them acquainted with a store where they can buy smaller things, still it is of comparatively small value.

Mr. Weir preferred to call only good prospects. He chose people from his own customers for whom he had done wiring, or he knew could afford electric refrigeration and he used the names of people given him by friends and customers, or known by the members of the organization. Every person on the list was, so far as he could tell, a possible prospect.



Effort was made to sell his first stock to influential and well known citizens—from the beginning Mr. Weir had his eye on future as well as present sales. He then turned his attention to the building up of trade for the next spring when there would be no question about deliveries, and when he could point to the owners of the first machines and say—"Ask them what they think about it!"

Figures Speak for Themselves

He began collecting data that would show the economy of the machines. He collected it from local people so that he could show prospects figures that they could not doubt, as to what it cost to buy and use the electric machine, and so they could compare figures with the cost of ice and spoiled food. He wanted his customers to sell themselves. These figures, with the recommendations of the prominent original owners, and the fact that not one of the first machines sold, used for nine months, needed any service, made the spring sales very easy.

Mr. Weir had an attractive booth at the South Carolina state fair, held in Columbia, and obtained about fifty live prospects then.

Carrying small lines of goods especially interesting to women such as novelties, gifts, and flowers, Mr. Weir has found to be an excellent device for attracting women into the store. When they are in, he has an opportunity to interest them in his attractive line of lamps and other electrical appliances, and of reminding them that the firm does wiring and electrical work of all kinds. Of course there is a good profit from these small lines, but their chief value is in bringing into the store women refrigeration prospects who would not come, otherwise.

MILWAUKEE DEALERS REPORT UNUSUALLY GOOD SALES IN JUNE

Educational Work of Past Months Now Paying Big Dividends

June was one of the best selling months that Milwaukee electric refrigerator dealers and distributors have experienced. Sales were unusually good in both domestic and commercial units.

Much of the summer business has been secured because of the good promotional work of the local dealers coupled with live selling methods. L. Hill of the Kelvinator branch, reports good sales throughout both May and June. The electric refrigerator course given by this firm has helped boost interest in electric refrigeration.

B. Winsberg of the Stover Co., Frigidaire distributors, reports a good volume of sales the past few weeks. His publicity in local newspapers has directed public attention to Frigidaire. The firm is continuing its lectures to club women on electric refrigeration.

A good location has helped C. E. Kraemer, Zerozone distributor, who has put forth some fine window displays. His location in the New Schroeder Hotel is one of the finest in the city. He reports a healthy business at this time and states that prospects are very bright.

F. Jones, in charge of the electric refrigerator department at the Three Schuster Stores, tells of a good increase in business during May and June. The electric refrigerator displays has been given a prominent place in the store.

A. Gillys, display manager of the Boston Store helps the electric refrigerator department sell General Electrics by changing the location of the department from time to time. Placing refrigerators in different parts of the store on sale days has helped to create interest.

The Electric Refrigerator Sales Co., General Electric distributors in the city, has launched a direct mail campaign which is bringing in fine results. It is an all-inclusive campaign which embraces home owners, contractors and architects. The firm will soon move into its new quarters on the corner of Second and Michigan streets.

BANGOR HYDRO CO. OFFERS G. E. MACHINE AS PRIZE IN NOVEL PUBLICITY CONTEST

The Bangor Hydro-Electric Co., Bangor, Me., conducted a novel contest from July 9-19 to increase the public's interest in electric refrigeration, in which an electric refrigerator is being displayed in the window of the company's showrooms and is connected with a meter which has been officially sealed. The refrigerator is being operated under conditions usually encountered in the home and the amount of electricity used will be measured.

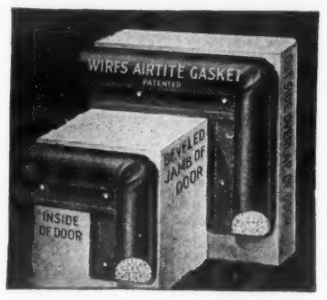
The contest which is open to all persons over 16 years of age, allows each individual to file an estimate of how much the cost of running the refrigerator for that period will be. To the winner of the contest the company will present a General Electric refrigerator.

Baton Rouge Dealer in Larger Quarters

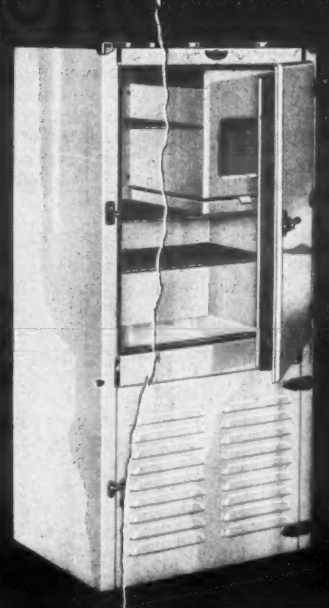
Guy S. McHugh, Frigidaire and Delco Light dealer at Baton Rouge, La., announces the removal of offices to 603 Main St. The new quarters will be larger and provide display room for a number of models.

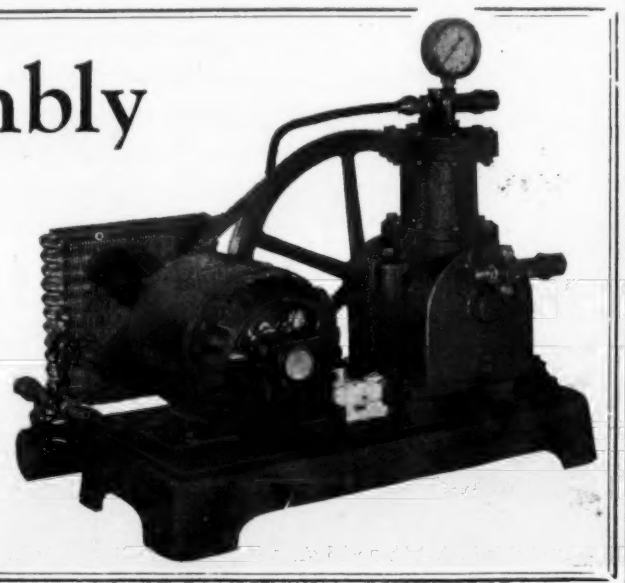
TRADE
EXTRA DRY ESOTOO
MARK
THE PUREST
SULPHUR DIOXIDE
Analysis Guaranteed
We have an agent, with our product in stock, near you
Wire us where we can serve you
VIRGINIA SMELTING CO., WEST NORFOLK, VA.
F. A. EUSTIS, *Secretary* 131 STATE ST., BOSTON 2 RECTOR ST., NEW YORK

The-Cooke-Seal-Ring
A Mechanical Device Sealing Any Rotating Shaft in the Stuffing Box and Revolving *with* it.
Applications
Ammonia, Sulphur Dioxide, Carbon Dioxide, Gases, Air, Water, Brine, Gasoline, Oils, Liquids, Pressure or Vacuum.
Eliminates
Packing, Leaks, Expense, Trouble, Scored Shafts, Hot Boxes, Shut Downs, Dirt, Motor Overload, Oil Waste, 90% Friction.
Write to
COOKE-SEAL-RING
20 North Green St. Dept. E CHICAGO, ILL.



Wirfs Gasket
assures
Electrical Refrigeration Efficiency
An electrical unit can only be as efficient as the box in which it is installed. Poor door contacts on wood or metal boxes mean that any unit will have to operate a greater number of hours to maintain an efficient refrigeration temperature. This means added operating cost.
Wirfs PATENTED "AIRTITE" Gasket
Keeps the cold air in and the warm air out and maintains the proper zone of refrigeration with fewer operating hours. Wide awake dealers have found that it usually clinches the sale. Most manufacturers supply boxes equipped with Wirfs; write us for their names and a sample.
E. J. WIRFS ORGANIZATION, Inc., 135 S. 17th St., St. Louis, Mo.

AMERICA'S MOST BEAUTIFUL REFRIGERATOR

MODEL G-1
Rhinelander Airtite Refrigerators are built to accommodate any Standard Electric Unit. These cabinets sell easily because they combine correct construction with rare beauty. Write for prices and information on how you can increase your sales and profits by handling Rhinelander Airtites.
Rhinelander Refrigerator Co. Rhinelander, Wis.

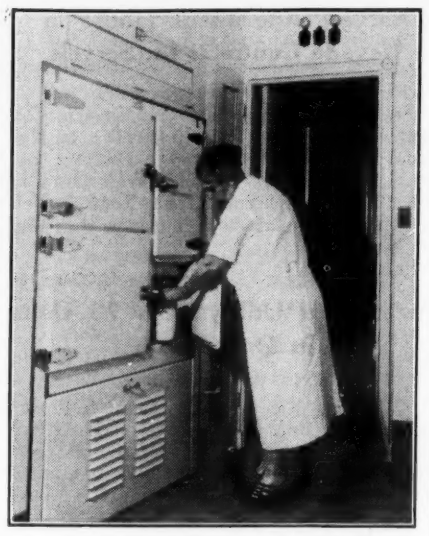
High Side Assembly
We offer the Kulair High Side as the successful result of countless experiments and research work by our engineers in their efforts to perfect a truly balanced combination of compressor, motor, condenser, liquid receiver, fuse block, necessary valves, etc., all mounted on a mechanically designed base that can be installed readily in all of the standard cabinets as well as for remote installations.
Write for Illustrated Folder.
Franklin Air Compressor Corporation
Norristown, Pa.


Built-In Copeland Adds Value to California Red Seal Home

A home including practically every modern convenience both electrical and otherwise, is that of A. Blum, Fresno, Calif. This is a certified Red Seal home and includes a Copeland electric refrigerator built in flush with the wall as shown above, an electric water heater, electric air heaters in the bathrooms, radio outlets, doorbells, etc., all operated from the power lines of the San Joaquin Light & Power Corp.

In discussing the comforts and conveniences of his new home with Herbert Stitt, local representative of the California Electrical Bureau, Mr. Blum stated that the electrical features have proved to be a revelation. "The results are far greater than I anticipated and the cost is entirely satisfactory," said Mr. Blum. The electric refrigerator and the exhaust fan in the kitchen which discharges all cooking odors from the house, were pointed out by Mr. Blum as being two of the most valuable pieces of equipment.

Mr. Blum expressed his appreciation of the assistance rendered by the California Electrical Bureau in working out details of the electrical wiring. The suggestions made were particularly valuable in working out switch-controls and increasing the possible use of electric appliances through the specifying of a sufficient number of outlets.



Mistakes I Have Made and Paid For

By an Electric Refrigerator Salesman

SOME one has wisely said that we learn only from experience, which may be interpreted as meaning by making mistakes. While we may all excuse ourselves and be excused for making mistakes, none of us can be excused for not obtaining a receipt for the money thus spent, for mistakes represent money—money which was lost because it was not made.

In my pocket I carry a little black-covered notebook—not in my inside coat pocket, or in my vest pocket, or in my hip pocket, but in one of the side pockets of my coat where it is quickly accessible. This is my receipt book. Every time I make a mistake, I write it out in the little book and that is my receipt. Every once in a while I take out the book to refresh my memory lest I make the same mistake twice.

"Among My Souvenirs" is this notation:

"Mrs. ——— wanted to buy an electric refrigerator, but she was so determined that I shouldn't sell it to her that she strived to do all the talking. Her words were pure nonsense—bunk. In fact she had the whole idea of electric refrigeration wrong. I didn't have sense enough to let her rave, but, in my anxiety to make the sale, I continually butted into the conversation in an attempt to set her right regarding the principles of refrigeration, electricity, chemicals, etc. So frequently did I interrupt that she became nervous and finally terminated the interview by declaring that she must hurry along to keep an appointment with a dentist."

Like the proverbial parrot, I talked too darned much.

In analyzing the incident, I came to the conclusion that every prospect for electric refrigeration has the inherent right to free speech as granted by the Constitution of the United States. Regardless of what the viewpoint of the prospect may be, let her or him finish what is in her or his mind. It may be that the prospect is talking about electric refrigerators, the weather or the last tooth the baby cut. But, regardless of what it may be, let the prospect finish and never interrupt.

Of course, I'm not interested in the baby's tooth or the weather or the bridge party or the game of Kelly pool. I'm in the business of selling modern refrigeration and the time that the customer wastes upon trivial subjects certainly is delaying me in my work. But it is interesting to the prospect and if I desire the prospect to be interested in me, I must be interested in him.

Not every prospect has a clear conception of electric refrigeration and some of the stuff they talk is so ridiculous that an intelligent salesman can scarcely retain himself. The prospect may be running down the salesman's refrigerator, and it is only natural for the salesman to resent unfair remarks based upon inadequate information. But I have found that the safest way is to permit the prospect to get it all out of his system before starting in to refute the arguments presented. This accomplishes the desirable result of making the customer apologetic for his attitude and sometimes makes him feel foolish for displaying such ignorance, whereas, the interruptions, one might insert in the interview, serves to increase the prospect's argumentative turn of mind—sometimes to the point of actual anger with its resultant determination not to buy.

There have been many sales lost simply because the salesman was too anxious to show his superior knowledge by interrupting the customer in an attempt to set him right. There is another angle to the interruption business—it bespeaks of high pressure salesmanship. Many prospective customers have heard of the term "High-Pressure-Salesmanship" and few of them know exactly what it is, but they suspect that the salesman who interrupts is practicing that very thing; that he has been carefully coached how to meet every adverse argument presented. If you wait until the customer has "blown off," then quietly and unassumingly present your refuting arguments, he will not suspect high-pressureism and will be more than likely to give you courteous attention.

Another mistake I made was that of misjudging my customer's ability to buy. I once was imbued with the idea of selling as big a refrigerator as I possibly could for the reason that the larger the machine, the more it would cost and therefore the higher would my commissions be. This method incurred so much ill will that I soon saw the light. I may be funny, but I want to have friends; want the people of this community to like me and my company. I can't have such friendship if I sell a man something he can't really afford.

But people are peculiar animals; you can't tell from their looks the size of their bank rolls. Nor can you tell from their usual line of conversation. As a rule, the customer wants the most he can get for the least money and the average prospect puts up a tale of woe right at the beginning—if he comes into the sales room to look at refrigerators—in hopes that he'll keep you down to as low a price as he can. But there is just as much danger of underselling a customer as there is in overselling him. There is just one point where you should start. To find the point is the difficult problem. The solution lies in getting the man to talk. Ask him where he lives; if you know the community you may have some idea of the type of residences in the region and whether or not he is making a good salary. Find out if he is an indoor man or an outdoor man (white collared gent or common laborer). This may give you a clue to his financial condition.

The man who is thrifty is prone to tell you his financial status, if you give him an opportunity, for he is proud of what he has accomplished. He won't slip you the information, of course, unless you sort of "apple-sauce" him along.

Last but not least, don't look down upon the man who appears like a laborer; he may be able to buy a half dozen electric refrigerators.

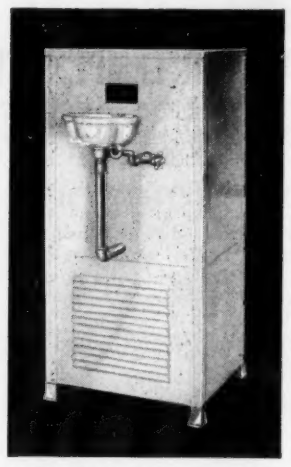
G. E. WHOLESALE MANAGERS HOLD SECOND CONFERENCE

Wholesale managers of the Electric Refrigeration department, General Electric Co., held their second conference at the Electric Refrigeration Institute in the Hanna Building, Cleveland, Ohio, June 27 to 29.

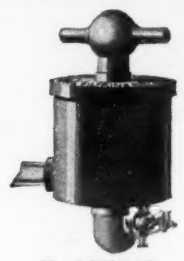
A three day program under the chairmanship of Paul H. Dow included talks by the following:

P. B. Zimmerman, O. C. Hamilton, W. M. Timmerman, J. J. Kehoe, G. C. Wason, C. G. Smith, W. J. Daily, J. J. Donovan, W. M. Potter, W. Sturrock, L. C. Kent, C. E. Roesch, J. T. Dickson, Paul H. Dow, W. E. Landmesser, T. K. Quinn, H. H. Bosworth, G. E. Miller (Sales Manager Cleveland Electric Illuminating Co.), W. E. Underwood (Lord & Thomas and Logan), L. R. Edwards, W. E. Heibel.

SERVEL DEALERS!!



Model No. 1A. with Filter-Bubbler



No. 3 FILTER for use with *every* cooler ... priced at only $15.

Here's a way to increase profits!

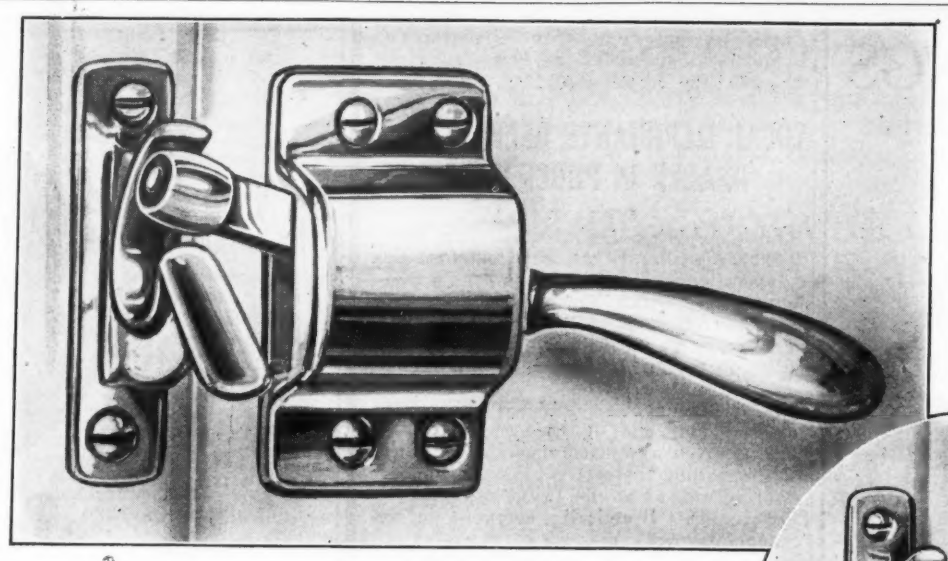
The demand for electrically cooled drinking water coolers is sweeping the country ... Banks, theatres, restaurants, hospitals, factories, offices, stores are potential buyers ... now is the time to meet their demand with coolers of proven dependability ... FILTRINE-SERVEL WATER COOLERS!

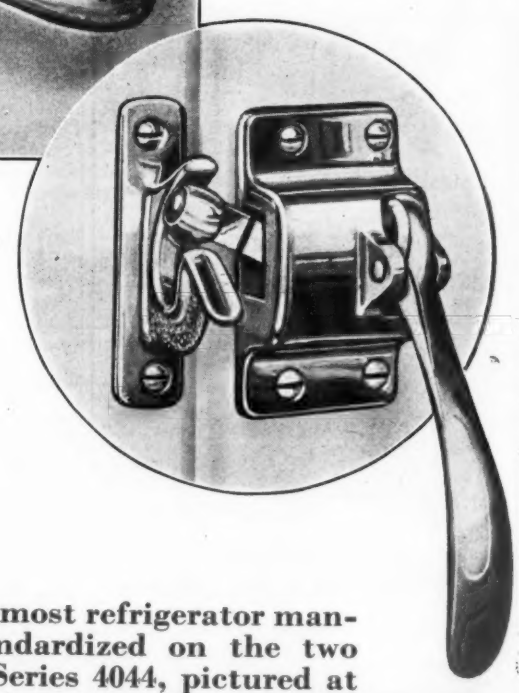
Factory Approved

Built by an organization famous for fifteen years ... Equipped with Servel units ... Backed by the reputations of both companies ... FILTRINE Water Coolers are the most modern, most scientific, most dependable coolers ... the *coolers of tomorrow, obtainable today* ... the coolers that meet "peak" demands ... the coolers that give continuous, trouble-free satisfaction ... Write for details.

The FILTRINE Manufacturing Co. -- 49 Lexington Ave., Brooklyn, N. Y

Manufacturers of Coolers and Filters of All Sizes





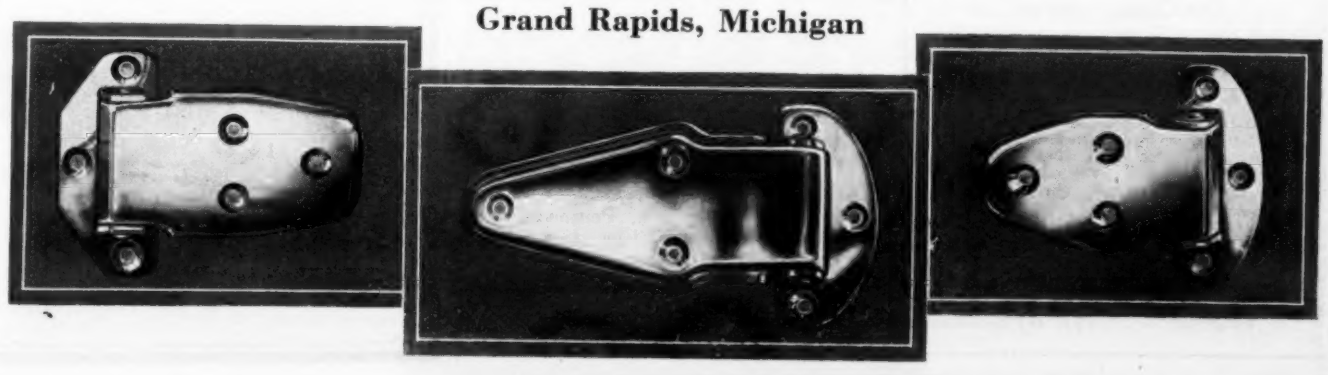
Positive . . . Simple . . . *and* Sturdy!

MANY of America's foremost refrigerator manufacturers have standardized on the two latches pictured above. Series 4044, pictured at the left, is the most simple automatic reversible latch ever devised. The patented spring and bolt action is absolutely positive and will last a lifetime. Series 4010, shown in the circle, is designed and built for commercial installations, and is an exclusive model with us. For sturdy, satisfactory service, this latch is without a peer! Both models are available in a wide range of sizes and finishes, including heavy nickle, genuine chromium plate, and any special finish desired.

Samples and complete information will be gladly sent to manufacturers who realize the sales value of positive action, clean-cut design, and impeccable finish. Over 300 styles and sizes of latches and hinges await your choice!

GRAND RAPIDS BRASS CO.

Grand Rapids, Michigan



SERVEL ANNOUNCES CHANGES IN PERSONNEL

A. H. Remsen, formerly new car sales manager for the West Philadelphia Buick Co. and also previously with Rickenbacker Motor Co., Studebaker Corp., and the Republic Motor Truck Co., has joined Servel Sales, Inc., in charge of territory and dealer development—with headquarters at Evansville, Ind.

Mark D. Rowe has been appointed branch manager in charge of the New York retail sales organization with headquarters at 51 E. 42nd St., New York City. Mr. Rowe was formerly general manager of the Philadelphia branch of the Pure Oil Co.

A. T. Golding, for several years advertising manager of the Ottenheimer Bros. Inc., at Baltimore, has joined Servel Sales, Inc. in an advertising and sales promotion capacity.

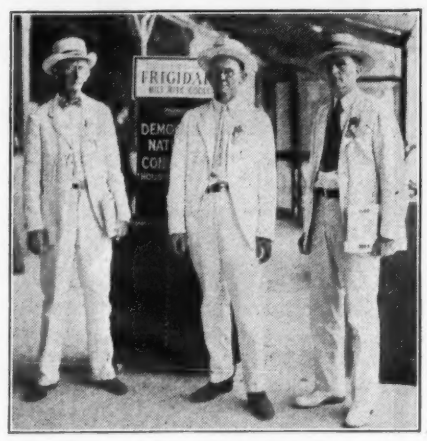
George L. Roach, formerly district manager of southern territory and prior to that identified with Servel service, has been appointed Service manager with headquarters at Evansville. Mr. Roach succeeds C. A. Miller, former service manager—who has been made special representative with headquarters at Chicago.

HISTORY OF REFRIGERATION DEPICTED AT SAN ANTONIO WOMEN'S CLUBS CONVENTION

The household refrigeration bureau of the National Association of Ice Industries directed the refrigeration exhibit held at the biennial convention of the Federated Women's Clubs at San Antonio from May 28 to June 26. The history of refrigeration depicted at the exhibit began with a Mexican olla, a porous water jar in which the evaporation from the exterior cooled the water inside the jar. The next step shown was the development of refrigeration was the hanging of wet canvas over a frame work that the rapid evaporation of water from its meshes might cool the air between. Ice cooled refrigerators were the next step, and finally a gas operated refrigerator and an electrically operated unit completed the display.

CITY WATER TEMPERATURE AVERAGES 85 DEGREES

Eighteen Bilt-Rite coolers, Frigidaire equipped, were scattered about the Democratic convention hall at Houston, Texas. In addition a cooler was installed on the platform for the use of speakers and another was put in operation for the radio



broadcasters. The accompanying picture shows some Democratic stalwarts who have been visiting one of the coolers during a convention recess.

The equipment was purchased by the city of Houston for the Democratic convention hall. Later part of them will be installed permanently in the City Hall, parks and other public places.

Water flows from the city mains of Houston at a temperature of 85 degrees, which makes automatic cooling very desirable in that city. Cox & Blackburn, Frigidaire distributors, at Houston, made the sale and installation.

LOCAL MERCHANTS HELP DEALER IN PUBLICITY STUNT

Locke & Hess, Servel-Electrolux, dealers in Amarillo, Texas, have obtained the co-operation of local merchants in a publicity stunt which they are putting on. An Electrolux and a Servel refrigerator have been placed in two Piggly-Wiggly stores, in the Moore Poston Co. and in the City Drug store.

Carefully planned publicity has announced that one of these refrigerators will be given away and that full information regarding the gift is available at each store as well as at the Locke & Hess display rooms. Practically everyone in the community will see these refrigerators in one of the stores before the award is made on July 30.

MILWAUKEE DEALERS TO DISCUSS MULTIPLE SYSTEM

About twenty members of the Milwaukee Electric Refrigeration Dealers Association met in the Copeland salesrooms, Windsor and Prospect Avenue, on July 10.

According to L. W. Hill, president, the association is getting stronger every day with practically all electric refrigeration dealers ready to consider joining the association. A meeting will be held in the near future at which time the subject of apartment house installations will be carefully considered.

R. C. Phillips, Secretary of American Rolling Mills Co., Dies

R. C. Phillips, secretary of the American Rolling Mills Co., manufacturers of Armco iron and steel, died at his home in Middletown, Ohio, on July 11. Mr. Phillips was one of the founders of the Middletown branch of the American Rolling Mills Co. and was very active in civic affairs.

New York Edison Has Model Apartment in Display Room

The New York Edison Co. has opened a new district office on 72nd Street, New York City, on the second floor of which is a four room model apartment, the kitchen of which exemplifies electrification in the most complete fashion. Its equipment includes an electric refrigerator, range, kitchen cabinet, dish washer, mixing machine, and floor waxer.

Gulf Power Co. Sells 44 General Electrics in June

The Gulf Power Co., Pensacola, Fla., reports that 44 General Electric refrigerators were sold in the month of June. A two months G. E. campaign was recently inaugurated by the company and a quota of 65 G. E. machines has been set as the goal.

ERROR IN DEFINING MULTIPLE SYSTEM

On page seven of the July 4 issue of the NEWS a peculiar error was made in recording the "proposed changes in the Cleveland Code," as recommended at an informal meeting of engineers representing western manufacturers of electric refrigeration equipment.

No doubt opponents of the multiple system chuckled when they read the paragraph recommending:

"That a multiple system be defined as one which irritates the respiratory tract."

The paragraph should have read as follows:

"That an irritant refrigerant be defined as one which irritates the respiratory tract."

The numerous references to the multiple system on the page doubtless accounts for the error of the compositor in "picking up" the wrong line. As nearly everyone knows, newspapers are set with linotype, in which each line is a solid piece of metal. If an error is made in the original setting it is necessary to reset the entire line. The correction of one error frequently results in another when the revised lines are put into the type forms.

The NEWS desires to apologize for this rather ridiculous definition of the multiple system.

The Lindahl Hardware Co., Malvern, Ark., has been made the distributor of the Electrolux refrigerator in Hot Spring County.

Ralph Edwards Named Manager of Fort Smith Frigidaire Branch

Ralph Edwards, of the W. P. Galloway Co., Checotah, Okla., state distributors for Frigidaire and Delco Light systems, has been promoted to the position of sales manager of the Frigidaire, Fort Smith, Ark., branch. Mr. Edwards was tendered a farewell banquet recently by officials and employees of the Galloway Co.

Largest Apartment House in Nevada Contracts for Servels

The Nevada Machinery and Electric Co., dealers for Servel and Electrolux in Nevada, have recently closed a contract for the installation of Servel refrigerators in the Colonial apartments at Reno, which is the largest apartment house in the state of Nevada.

Porto Rico Utility Sells 70 Units In One Month

The Porto Rico Railway Light & Power Co., San Juan, Porto Rico, recently inaugurated a two months' electric refrigerator campaign with a goal of 100 units. They report that 70 refrigerators were sold in the first month of the drive.

Asheville General Electric Distributor Opens New Showrooms

The Piedmont Electric Co., distributors for General Electric refrigerators in Asheville, N. C., formally opened their new showrooms at 77 Patton Ave. on June 26. Refreshments were served and souvenirs given away.

$70,000 Sales in 30 Days is Quota Set for Pennsylvania Properties of Associated Gas & Electric

On July 9, the Pennsylvania subsidiaries of the Associated Gas & Electric Co., New York, N. Y., inaugurated a thirty day selling campaign on Frigidaire electric refrigerators. A quota of $70,000 has been set as the goal in the drive.

Fond du Lac, Wis. Firm Will Sell Iroquois

The Modern Home Equipment Co., 22 North Fourth St., Fond du Lac, Wis., has taken the Iroquois electric refrigeration line and has placed J. E. Nance in charge of sales. Mr. Nance will be assisted by P. N. Leynart. The firm has just opened another store at 10 North Harrison St., North Fond du Lac and will have electric refrigerator displays in both stores.

V. B. Curtis Made Sales Manager of Iowa Frigidaire Branch

Announcement has been made of the appointment of V. B. Curtis as sales manager of the provincial and metropolitan departments of the Des Moines Frigidaire branch, Des Moines, Ia. Mr. Curtis was transferred from Davenport two years ago and was formerly city sales manager.

NORTHEY

Freezer, Display Cases, Coolers and

REFRIGERATORS

FOR ALL PURPOSES

ANY SIZE, STYLE OR FINISH

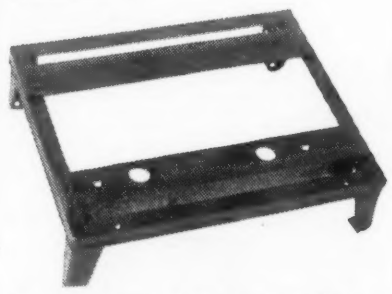
NORTHEY MFG. CO.

WATERLOO, IOWA

Agencies in most largecities Waterloo direct to you

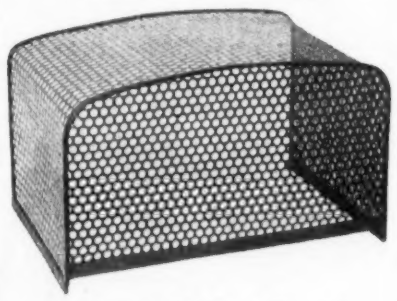
STAMPINGS

for Electric Refrigeration Manufacturers—Distributors—Dealers—



Compressor Supporting Base

Electrically arc-welded joints—angle iron base—durably constructed.



Perforated Metal Guard for Covering Compressors

Made of auto body steel—enameled. Unusually strong construction.

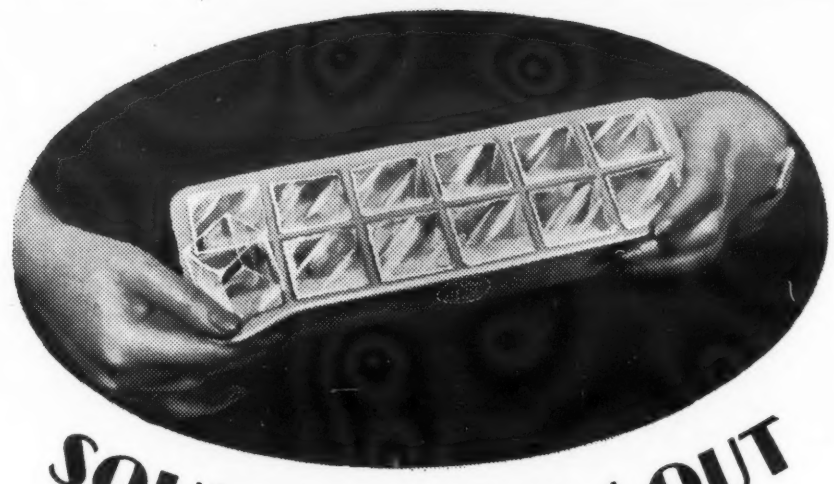
Louvered Panel Enclosure for Compressors

Frame 3/16 in. x 1½ in. x 1½ in. angle iron—electrically arc-welded joints. Covered with enameled steel louvered panels—monel trim.

Let us know your requirements and specifications for parts similar to illustrated equipment. We can vary the size and design to suit your individual need. Our prices will surprise you.

Motors Metal Mfg. Co.

DETROIT, MICH.



SQUEEZE THEM OUT

Ice Cubes *Can't* Stick to the

COPEMAN ICE TRAY

PATENTED

NO more blasting to get ice cubes out of automatic refrigerator trays. The new Copeman Ice Tray does away with the trouble and annoyance of heating, prying and digging to loosen ice cubes from metal trays. The cubes *must* come out—because they can't stick to the sleek, white sides of the Copeman Ice Tray.

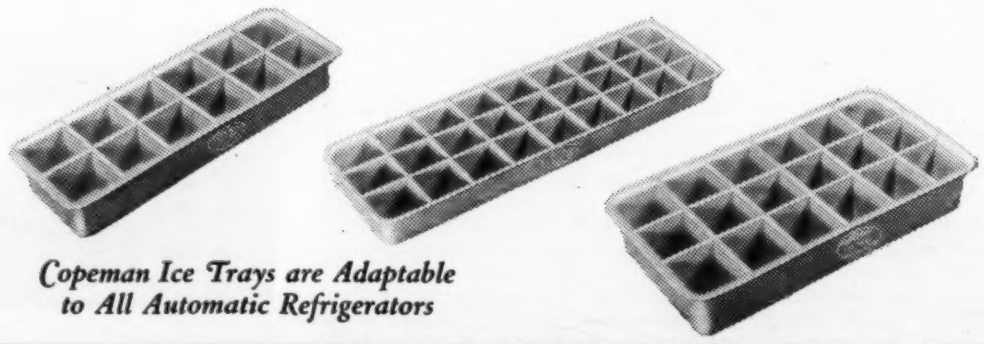
By using pure white rubber the Harwell Rubber Co., Inc., make this convenient, temper-saving new tray that can be emptied of one or all of its cubes in an instant—merely by a twist of the flexible rubber tray.

Automatic refrigeration is saving ice-box inconveniences in thousands of homes; now it can save time, temper and trouble with the marvelous new Copeman Ice Tray.

Prices and Information On Application

HARWELL RUBBER CO., INC.

Sole Manufacturers and Distributors 5 E. 44th Street, New York



Copeman Ice Trays are Adaptable to All Automatic Refrigerators

National Safety Code For Mechanical Refrigeration Showing Changes Recommended by Engineers

Index

Section 1000—Scope, Purpose and Application.
Section 1100—Definitions.
Section 1200—Classification of Refrigerating Systems.
Section 1300—Limitations as to Use.
Section 1400—Design, Installation and Testing.
Section 1500—Safety Devices.
Section 1600—Open Flames and Electrical Equipment.
Section 1700—Supervision.
Section 1800—Machinery Rooms.
Section 1900—Operating Precautions.

Section 1000—Scope, Purpose and Application

1001. Scope: This Code is intended to provide for the safe installation and operation of every refrigeration machine.

1002. Purpose: The purpose of this Code is to provide reasonable safety for life, health and property.

1003. Application: Buildings, stairways, exits, transmissions, moving machinery, steam and electrical installation, pressure vessels, etc., not specifically covered by this Code shall conform to their respective rules and regulations.

Section 1100—Definition

1101. "CONTAINER", a cylinder for the transportation of refrigerants constructed to conform to the regulations of the Interstate Commerce Commission.

1102. "DIRECT METHOD OF REFRIGERATION," one in which the refrigerant is circulated to the material or space refrigerated.

1103. "FLAMMABLE REFRIGERANT," any refrigerant which will burn or explode when mixed with air.

1104. "FUSIBLE PLUG," is a device having a pre-determined temperature, fusible member for the relief of pressure.

1105. "INDIRECT METHOD OF REFRIGERATION," one in which a liquid cooled by the refrigerant is circulated to the material or space refrigerated.

1106. "LIQUID RECEIVER," a vessel permanently connected to the high pressure side of the system by inlet and outlet pipes, for the storage of refrigerant.

1107. *"IRRITANT REFRIGERANT," for the purpose of this code, any refrigerant which when breathed is irritating to the respiratory tract.*

1107-a *"HYDRO - CARBON REFRIGERANT," any refrigerant composed entirely of hydrogen and carbon.*

1108. "PRESSURE LIMITING DEVICE," a pressure or temperature responsive mechanism for automatically stopping the operation of the pressure imposing element.

1109. "PRESSURE RELIEF DEVICE," a pressure relief valve, a rupture member, a fusible plug or other approved device for relieving the pressure.

1110. "PRESSURE RELIEF VALVE," a valve held shut by a spring or other means which automatically relieves pressure in excess of the setting.

1111. "PUBLIC BUILDINGS, BUSINESS BUILDINGS, RESIDENCE BUILDINGS," are buildings as so defined by Statute, Ordinance or Code.

1112. "REFRIGERANT," is the chemical agent used to produce refrigeration.

1113. "REFRIGERATING MACHINERY ROOM," is one in which is located any pressure imposing element, condenser, receiver or shell type apparatus.

1114. "REFRIGERATING SYSTEM," a combination of apparatus in which a refrigerant is circulated for the purpose of extracting heat.

1115. "RUPTURE MEMBER," a device which will automatically rupture at a predetermined pressure.

1116. "STOP VALVES," a shut-off valve installed in a pipe for controlling the flow of refrigerant.

1116-a. *"SERVICE VALVE," a key operated shut-off valve in Class "C" and "D" systems used only during shipment, installation and repair.*

1117. *"SEALED UNIT," one which does not depend upon contacts between moving and stationary surfaces for refrigerant retention.*

1118. *"UNIT SYSTEM," one which is a combination of a refrigerating system and cabinet mounted on a common base which can be moved without disconnecting any refrigerant containing parts.*

1119. *"REMOTE SYSTEM," one comprising a pressure imposing element and an evaporating element connected together in such a manner that the two elements cannot be removed as a unit without disconnecting refrigerant containing parts.*

1120. *"MULTIPLE SYSTEM," a remote system in which two or more evaporators in separate cabinets are connected to a pressure imposing element.*

Section 1200—Classification of Refrigerating Systems

1201. Refrigerating systems shall be classified either according to the total weight of refrigerant contained in or required for their satisfactory operation.

1202. The Seller shall furnish the Purchaser of a Class "A," "B" or "C" system with a letter or card for posting in the Machinery Room designating the correct amount and kind of refrigerant required for the system.

1203. The maker shall mark the quantity and kind of refrigerant used on the nameplate of every Class "D" system.

1204. A Class "A" system is one containing one thousand pounds (1,000 lbs.) or over of refrigerant.

1205. A Class "B" system is one containing from one hundred pounds (100 lbs.) to one thousand (1,000 lbs.) of refrigerant.

1206. A Class "C" system is one containing from twenty pounds (20 lbs.) to one hundred pounds (100 lbs.) of refrigerant.

1207. A Class "D" system is one containing not more than twenty pounds (20 lbs.) of refrigerant.

Section 1300—Limitations as to Use

1301. Sealed electrically operated air cooled unit type systems, containing a total of not over one pound (1 lb.) of refrigerant and volatile hazardous substance, may be located without restriction.

1302. *Sealed unit type systems containing over five pounds (5 lbs.) of refrigerant unless placed in a Machinery Room are prohibited in theatres; exhibition and assembly halls above the first floor; wards of hospitals; asylum dormitories; entrances and exits of public buildings.*

1303. *All apparatus of installations except those covered by 1301 and 1302 in public buildings as/and theatres; exhibition, dance and assembly halls, above the first floor above the street level; wards of hospitals; asylum dormitories; police stations; underground waiting rooms of passenger stations, and classrooms of schools; shall be placed in a separate Machinery Room from which any outside refrigeration shall be supplied by the indirect method. If a flammable or irritant refrigerant is used the Machinery Room shall have no connection with the other parts of the building, and shall be entered and ventilated from the outside only.*

1304. Refrigerant equipment of Class "A", "B" and "C" systems employing an irritant or flammable refrigerant and using the direct method of refrigeration are restricted to the first floor and basement of:—business buildings, multiple tion business and residence buildings, multiple residence and apartment house buildings for more than two families and to the space occupied by single tenant, unless the premises are used exclusively for ice-making and/or refrigeration and/or chemical purposes. Elevator shafts and stair wells extending into that portion of the building used as a Refrigerating Machinery Room, shall be enclosed with tight walls and close fitting self-closing doors. *Except in Class "C" systems, the direct method of refrigeration shall be permitted above the first floor, with the following requirements.*

(a)—*A multiple system shall be considered in Class "C" when the maximum amount of refrigerant in any one separate circulating system is not greater than 100 pounds.*

(b)—*Pipes and fittings of the extra heavy type, with joints sealed, or seamless drawn tubing of not less than .025 wall thickness shall be used for circulating the refrigerant.*

(c)—*Where tubing is used above the basement it shall be mechanically protected by rigid or flexible tubing.*

(d)—*Service valves shall be used and when located above the basement they shall be enclosed in substantially constructed boxes.*

(e)—*All tubes and pipes in the basement containing refrigerants shall be securely attached.*

(f)—*Where the refrigerant lines protrude through the wall, the opening shall be properly sealed.*

(g) *The refrigerated cabinet shall be securely fastened and be placed in a room with an outside window or one which can be easily ventilated.*

1305. *Systems on temporary exhibition in halls which are more than two stories in height shall be limited to the unit type containing not more than ten pounds (10 lbs.) of refrigerant, or sealed.*

Section 1400—Design, Installation and Testing

1401. Every part of a refrigerating system, except pressure gauges and control mechanism, shall be designed to withstand safely and without injury, the following required minimum test pressures:

Refrigeration Used	*High Side Part*	*Low Side Part*
Carbon Dioxide	1,500	750
Ethane	1,100	550
Ammonia	300	150
Propane	250	125
Methyl Chloride	*180*	80
Sulphur Dioxide	*135*	50
Iso-Butane	*130*	50
Butane	*110*	35
Ethyl Chloride	50	25
Methylene Chloride	15	15
Acetylene Dichloride	15	15

1402. *Parts of a system which are assembled and piped in place shall be tested after installation and proved tight before being operated.* A dated and signed declaration of such test shall be posted in the Machinery Room or the test data shall be stamped on the nameplate.

1403. Makers of unit systems shall stamp the test pressure on the nameplate.

1404. All pipe fittings and valves shall be those suitable for refrigeration installations for the refrigerant intended.

1405. All piping, liquid receivers or vessels for Class "A", "B" and "C" systems containing the refrigerant, shall be supported on or by strong and durable materials.

1406. Liquid level gauge glasses, except those of the bull's eye type, shall have automatic closing shut-off valves and such glasses shall be adequately protected against injury by slotted metal casings.

1407. Every system which may be charged after installation shall have the charging connection located on the low pressure side.

Section 1500—Safety Devices

1501. Pressure relief valves, pressure limiting devices and rupture members shall be made of suitable materials for the refrigerant employed and shall be constructed and set to prevent the pressure exceeding the test pressure.

1502. The size of relief valves shall be as follows:

Capacity of System	CO_2 and Ethane No.	CO_2 and Ethane Req. Size	Other Refrigerants No.	Other Refrigerants Req. Size
Up to 1,000 lbs.	1	½ in.	1	½ in.
1,000 to 1,800 lbs.	1	½ in.	1	¾ in.
1,800 to 3,000 lbs.	1	½ in.	1	1 in.
3,000 to 5,250 lbs.	1	½ in.	1	1¼ in.
5,250 to 7,500 lbs.	1	¾ in.	1	1½ in.
7,500 to 13,500 lbs.	1	1 in.	1	2 in.
13,500 to 27,000 lbs.			2	2 in.

1503. Where rupture members are permitted and used the equivalent area of the relief valve specified must be provided.

1504. Fusible plugs shall have a maximum fusing point of 280°F. The free opening shall be one-sixteenth inch (1/16 in.) in diameter for one hundred pounds (100 lbs.) or less of refrigerant.

1505. All Class "A", "B" and "C" systems shall be provided with a pressure limiting device to stop the action of the pressure imposing element at a pressure less than 90% of the setting of the pressure relief on the high pressure side.

1506. Each compressor or generator of a Class "A" or "B" system shall be protected by a pressure relief valve connected into the high pressure side between the main stop-valve and the compressor or generator to relieve excessive pressure into the low pressure side of the system or to the atmosphere.

1507. The low pressure side of every Class "A" or "B" system shall be provided with a hand-operated relief valve for discharging the refrigerant in case of fire, either to the atmosphere or to a suitable body of water.

1508. The hand-operated relief valve shall be located outside the Refrigerating Machinery Room, or shall be capable of operation from the outside.

1509. A rupture member may be substituted for the relief valve in CO_2 systems or systems operating below atmospheric pressure.

1510. Shell type apparatus such as liquid receivers, condensers, evaporators, liquid separators and absorbers of Class "A," "B" and "C" systems, which can be shut off by stop-valves shall each be equipped with a pressure relief valve, discharging as hereinafter provided.

1511. No stop valve shall be located between a pressure relief device or pressure limiting device and the part of the system protected thereby, unless two devices of required size are used and so arranged that only one can be cut off for repair purposes at any one time.

1512. Class "C" and "D" systems unless so constructed that when subjected to an abnormal outside temperature such as that generated in a fire, they will not burst due to the expansion of the refrigerant, are to be protected by a pressure relief device.

1513. All water cooled Class "C" and "D" systems so constructed that the pressure imposing element is capable of producing a pressure in excess of the test pressure and containing more than twelve pounds (12 lbs.) of refrigerant, shall be provided with a pressure limiting device to stop the action of the pressure imposing element if the water supply fails.

1514. *Where an irritant or flammable refrigerant is used in Class "A" or "B" systems, the discharge from the relief valves on the high pressure side must be conducted to the outside atmosphere or into that part of the low pressure side protected by the low pressure relief valve.* The discharge to the outside atmosphere from either the high or low pressure side, must be not less than 12 feet above the grade. The discharge pipe shall be not less than the size of the relief valve outlet. The discharge from more than one relief valve may be run into a common header, the area of which shall be equal to the areas of the pipes connected thereto. The outlet shall be turned downward.

1515. Where ammonia is used in a Class "B" or "C" system, the discharge from relief valves may be into a tank of water which shall be used for no purpose except ammonia absorption. At least one gallon of fresh water shall be provided for every pound of ammonia contained in the system. The water used shall be prevented from freezing without the use of salt or chemicals.

1516. Where special emergency relief devices, ammonia mixers, etc., are required by the Fire or other Departments, they shall be installed in accordance with the Departments' regulations.

Section 1600—Open Flames and Electrical Equipment

1601. *No fire, flame or arc light will be permitted in a Class "A" or "B" Refrigerating Machinery Room, in which a flammable refrigerant is used.*

1602. No major electrical equipment except the motors and switchboards necessary to operate the machinery shall be permitted in a Class "A" or "B" Refrigerating Machinery Room using a flammable refrigerant. All starting equipment including switches, automatic starters, and the like shall be of the oil immersed or enclosed type.

1603. All Class "A" and "B" systems using a flammable refrigerant shall have an emergency switch controlling all of the electrically operated refrigerating machinery or the remote control of such a switch located outside of the Refrigerating Machinery Room where it can be quickly and speedily reached and operated in cases of necessity.

Section 1700—Supervision

1701. Every Class "A", "B" and "C" refrigeration system shall be in charge of a person familiar with the apparatus and its operation.

1702. Any machine on exhibition in Public Buildings shall when operating, be in charge of a makers' or owners' representative who shall be responsible for its safe operation.

Section 1800—Machinery Rooms

1801. The location, materials of construction, exits, ventilation, lighting, etc., shall be governed by the authorities having jurisdiction.

Section 1900—Operating Precautions

1901. At least two helmets or masks shall be provided with a Class "A" system which operates above atmospheric pressure.

1902. At least one helmet or mask shall be provided with a Class "B" system in which ammonia, sulphur dioxide or other irritant refrigerant is used.

1903. Only helmets or masks that have been approved by the United States Bureau of Mines as suitable for the refrigerant employed shall be used, and they shall be kept in operative condition in an easily accessible case or cabinet located immediately outside the Refrigerating Machinery Room.

1904. *In all Refrigerating Machinery Rooms of Class "A" or "B" systems, there shall be permanently and conspicuously posted the following information:*

The names and addresses of the engineers or operators in charge.

The location of the nearest fire alarm box.

The name and address of a physician to be called in case of emergency.

Instructions for shutting down the plant in case of emergency.

1905. Class "A" and "B" systems shall have the name of the refrigerant painted or affixed in a permanent manner to the main parts and piping.

1906. The letter or card furnished by the Seller designating the quantity of refrigerant required for the system shall be conspicuously posted in the Refrigerating Machinery Room.

1907. Refrigerant not contained in the refrigerating system shall be stored in cylinders conforming to the regulations prescribed by the Interstate Commerce Commission for the transportation of such refrigerant or containers of equal strength.

1908. When the refrigerant is withdrawn from a system it shall be discharged only into a suitable absorbent or storage container. No refrigerant should be permitted to escape into the Refrigerating Machinery Room.

1909. Containers shall not be connected to the system except during the period of charging or withdrawing the refrigerant.

1910. No receiver, container or cylinder should ever contain a greater proportion of liquid than is allowed in shipping containers.

1911. Tightening of bolts or flanged joints when under pressure should be avoided.

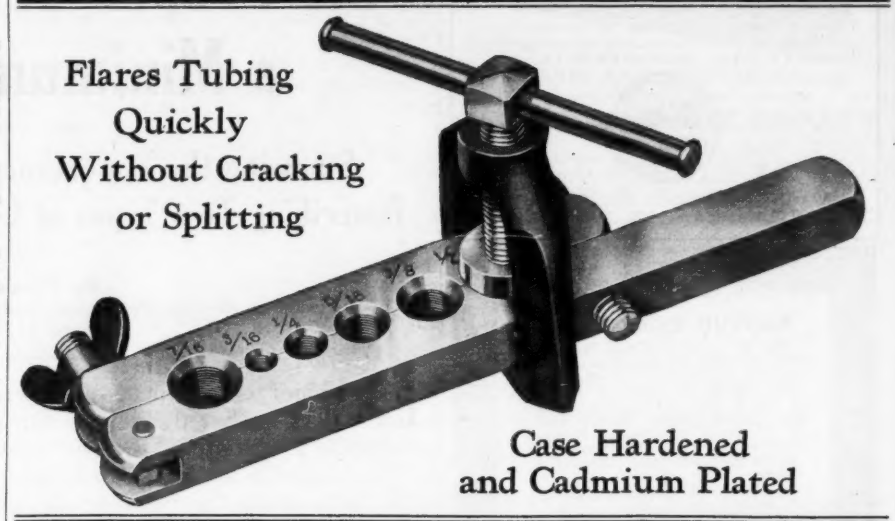
1912. In testing with air pressure care should be taken to prevent the temperature at any point rising above one hundred and thirty (130) degrees Fahrenheit.

EXPLANATORY

Meetings of electric refrigeration engineers in New York City and Detroit at which the proposed National Safety Code was discussed, were reported on page one in the July 4 issue of the News. The proposed code, as presented at these meetings was published in full on pages five and six of the same issue. The complete text is now reprinted with the recommended changes. Paragraphs and data which have been revised are shown in italics.

Imperial Flaring Tool

Flares Tubing Quickly Without Cracking or Splitting



Case Hardened and Cadmium Plated

The new Imperial Flaring Tool gives the proper flare and taper to tubing for making up joints. A perfect flare means a tight joint, and this tool does the work in the least time and with the utmost simplicity. No loose dies—no vise necessary. Tubing can be clamped, flared and removed in less than 30 seconds.
No. 93-F takes tubing sizes 1/8", 5/32", 1/4", 5/16", 3/8", and 1/2". Each $3.00
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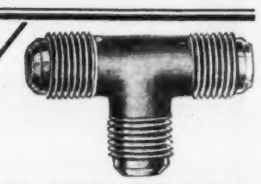

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Accurately made to meet all the requirements of Iceless Refrigerator Manufacturers. Will not leak. Let us quote on your requirements.

SULPHUR DIOXIDE

ANHYDROUS SULPHUR DIOXIDE

Universally used in the production and servicing of refrigerating machines.
Prepared for direct charging, with absolute protection afforded by complete laboratory analysis of each cylinder, large or small.
Exceptional dryness maintained as an additional safety factor.
Ten sizes of cylinders from 2 lb. to 150 lb. capacity.

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GRASSELLI CHEMICAL CO. Ltd.
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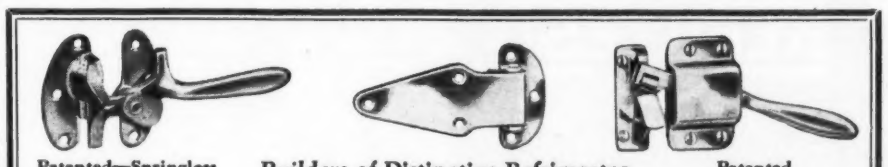
Western Subsidiary
ANSUL CHEMICAL CO. of Calif.
Modesto, Calif.



Patented—Springless Automatic

Patented TRIPLOCK

Builders of Distinctive Refrigerator Hardware *for*

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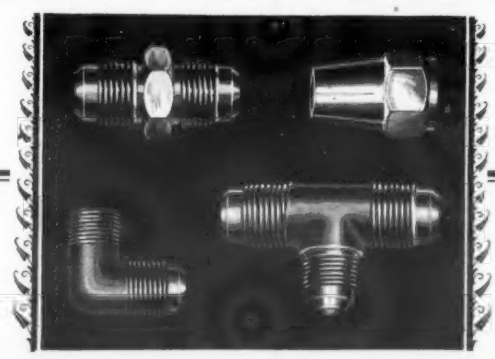

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Made From Brass Forgings

For many years we have specialized in the manufacture of brass fittings, in small sizes, for connecting brass and copper tubing.

We are now producing similar parts made from BRASS FORGINGS—including a full line of forged nuts. These fittings are especially designed to meet the requirements of Iceless Refrigerator Manufacturers for fittings of a superior type. These fittings will not leak gas, air or liquids under mechanical pressure. They have the compact grain structure, high tensile strength and smooth, flawless surfaces found only in forgings. Our forged fittings are accurately machined, carefully inspected and individually wrapped and labeled.

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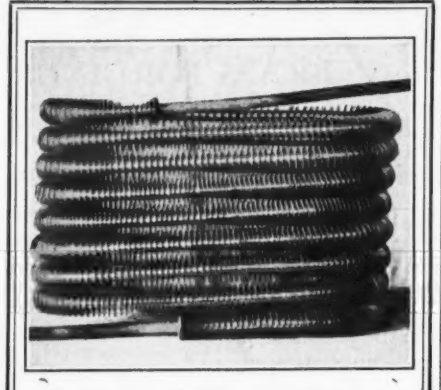

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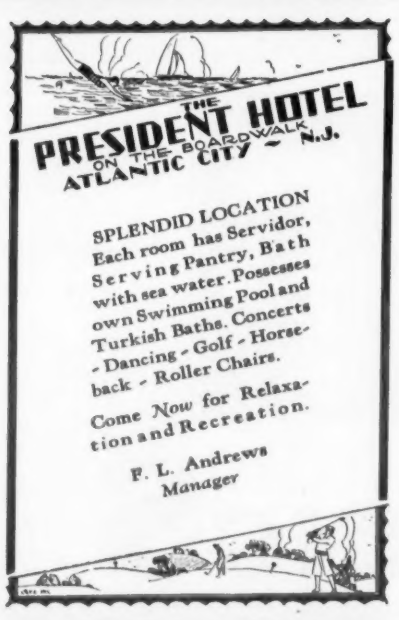

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Each room has Servidor, Serving Pantry, Bath with sea water. Possesses own Swimming Pool and Turkish Baths. Concerts - Dancing - Golf - Horseback - Roller Chairs.

Come *Now* for Relaxation and Recreation.

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Refrigerators

Give your Electrical REFRIGERATION Units a Chance to Prove their Quality!

A Complete Line of Commercial Refrigerators...Counters and Market Coolers.

LIGONIER REFRIGERATOR COMPANY
100 CAVIN ST.
LIGONIER—INDIANA.

Keeping the Display Case at the Proper Temperature with a Minimum of Dehydration

Stressing the Importance of Good Insulation and Describing Two Types of Coils that Have Worked Well

By Frank W. Gray
Manager Rocky Mountain Radio Corp., Refrigeration Division
Denver, Colorado

THE chief complaint from users of electric refrigeration in display counters is that the refrigerating coils have a drying out effect upon perishable foods stuffs, such as meats and vegetables.

The writer is inclined, from experience, to believe that such complaints arise more from the incorrect design of the coils and from unreasonable expectations of the users of such equipment, rather than from a real defect in the operating principle of electric refrigeration.

Ice, in passing from the frozen into the liquid state gives off moisture as it absorbs the heat in the refrigerator. This gives the air a saturated moisture content. But ice will not hold a temperature constant enough, and low enough, and it is inconvenient to handle. Therefore the problem seems to be to adapt electric refrigeration to the same use as ice, with an increase in efficiency.

The ideal condition for operation of electric refrigeration seems to be for the freezing coils to frost and de-frost between the cycles of operation of the machine. This de-frosting when the machine is cut off has the effect of giving back to the air of the refrigerator the moisture which has been taken out in the frosting of the coils.

There is so much heat leakage through the glass of a display counter, particularly when the case is only single plate glass, that it requires almost constant operation of a machine and corresponding evaporation in the coils to remove this heat. Consequently the dehydration process goes on constantly at the same time.

Two Types of Coils

There are two types of coils most frequently used in display counters. The first is the fin type consisting of a number of thin plates of metal soldered to copper tubes which extend out from the float chamber, or float valve assembly. The second is a cylindrical shaped tank, or square tank, filled with alcohol or calcium brine with the copper tubes and boiler assembly inclosed in same.

The fin type of coil has the advantage of having sufficient refrigerating area to maintain lower temperatures, but has the disadvantage of continuing so much evaporation that the drying out effect is extremely noticeable. The brine tank type has a slower action, and not so much drying out, but does not always maintain a low enough temperature. The writer has found, by experimentation, that a compromise between these two types of coils works out very well.

The Leaf Coil

A leaf coil was recently used in an installation. This coil consisted of four leaves, made of leaded steel, conforming in length to the case, and about five inches in height and about one inch in width. These leaves inclosed the copper tubing loops, which issued from the end of a boiler, or float valve assembly, placed at the end of the case. The leaves were fitted with a brine cap at the end, and were filled with alcohol brine. The effect of these leaves was to maintain a temperature of about 40 degrees in a ten foot case, with double plate glass insulation, with a constant de-frosting action between the cycles of operation of the machine. The brine maintained a hold-over effect which operated the machine at longer intervals, thus giving greater economy of operation. And the leaves contained sufficient refrigerating area to hold a very constant temperature.

The Overhead Coil

In a long single plate case the writer has found an overhead coil to work best of all. Since it is difficult to properly install the leaves overhead in a case, a circular cylinder type coil was used with the boiler at the end. If this cylinder is properly placed, it will not obstruct the vision in the case to any great degree, and in fact adds to the eye value by providing a white frosted coil directly over the food products in the case, advertising to the customer that his food is properly refrigerated. The efficiency of this coil is obvious, for the cold air circulates directly down upon the contents of the case, with the warm air circulation coming up the sides.

When a display counter has compartments below and above the over head coil with a secondary leaf coil placed in the front of the lower compartments works out very well. In either type of display counter coil the brine hold over system renders a better efficiency than the fin type of coil.

Good Insulation Essential

The writer would never allow his salesmen to guarantee, nor would he endeavor to specify, a lower temperature than 40 degrees in a display counter which has less than triple glass insulation. The heat leakage in a display counter, both from the poor insulation value of the glass and from the factor of heavy usage, is so great that almost constant evaporation is necessary to maintain a temperature under forty degrees. It is unfortunate that food dealers, in many cases, cannot be made to see that in the case of the display counter, which is impractical for storage purposes anyway, a higher temperature is generally more consistent with the correct refrigeration of foods. For at a higher temperature the dehydration process is not so pronounced and the air keeps a fair moisture content.

The salesman should sell his prospect on this idea in closing a deal. He should emphasize that a lower temperature, while it can be maintained by sufficient refrigeration area in the coils, is apt to cause a dehydration of foods which is detrimental. He should sell his prospect on the idea of using display counters for the purpose which they were designed for—display purposes only—and store his food in a larger cooler during the night.

But in case the refrigeration dealer should choose to fit the display case for storage purposes, the brine leaf coil will be found to work out fairly well, with a minimum of dehydration and maximum of expansion area. And in the case of the single glass display counter, which has always been a problem to the refrigeration engineer because of its poor insulation value, the overhead cylinder type brine coil will be found to work out as well as any system on the market. A good metal worker can manufacture either type of coil, according to specifications, at a fairly low cost.

ELECTROLUX INVENTOR DESCRIBES ORIGIN OF GAS FIRED MACHINE

Baltzar von Platen, Swedish engineer, who with Carl Munters invented the Electrolux refrigerating system that freezes by means of gas flame, arrived in the United States recently for a two months' visit, during which he intends observing American methods. Interviewed at the home of a friend in Providence, R. I., von Platen told the story behind the invention which has given gas companies the first important new use for their product in many years.

It was while they were students at the Royal Institute of Technology at Stockholm that the inventors conceived the idea of an absorption refrigerating system which would be self-sufficient, noiseless, have no moving parts, and operate by applying gas heat to a unit containing two chemicals. Water was used as a cooling agent.

In less than a year after speculating on the possibilities for such a device, the refrigerator was ready and working. Its possibilities attracted the interest of A. B. Elektrolux, powerful Swedish syndicate, which obtained patent rights. Two years ago the American rights were acquired by the Servel Corporation, Evansville, Ind. Servel engineers were called into consultation and in a relatively short time adapted the refrigerator to American standards, making it possible to market it nationally.

TOLEDO EDISON MEN EITHER SELL OR CADDY

The fifteen low salesmen in the refrigeration department of the Toledo Edison Co., Toledo, Ohio, for the period of June 1-15, enjoyed caddying for the fifteen high men on June 21 at Highland Meadows Country Club. The following is the list of players and their respective caddies:

Players	*Caddies*
Honafius	Wrigley
Bolton	Ryan
Callanan	Smith
Benington	Mueller
Brown	Rinker
Cook	Nutter
Beck	Raitz
Tubbs	Wenner
Anderson	Sutton
Valois	Jones
Klein	Lewis
Sowash	Jacobs
Lupe	Curtin
Beam	

A Size for Every Need Shown by Minneapolis Frigidaire Branch

A sales force increased from four to sixty salesmen in four years is indicative of the growth of the Frigidaire Corp. branch at 130 S. Tenth Street, Minneapolis. These sixty salesmen work only in the city, and the concern has no sub-dealers, according to J. L. Conover, manager of the Minneapolis branch. However, arrangements are made with display dealers for several Frigidaires to be placed on display in their stores and where salesmen are on hand to demonstrate. These display dealers include radio dealers, department stores and others where electric refrigeration can be appropriately shown.

Realizing that the show windows offer one of the biggest assets of the location at the corner of South Tenth Street and Third Avenue South, the company maintains at all times an attractive Frigidaire presentation. An electric sign on the outside of the building is visible for a considerable distance on either of the two streets on which the store faces.

The interior of the showroom is attractively furnished as can be seen in the photograph up above. In this well-lighted room are shown a number of domestic units, a walk-in type market cooler, a commercial compressor, a self-contained ice cream cabinet, and a complete display of frost coils ranging in size from the small models for apartment installation to the large coils of sufficient capacity to handle commercial requirements.

A touch of refinement is added by potted plants well arranged and the provision of comfortable chairs where the salesman can talk to his prospect with his product right at hand.

Real Food Proves Its Appeal at Pasadena Show

The appetizing appearance of real food seen through the glass door of a General Electric Refrigerator, shown at the American Legion show in Pasadena, was enough to stimulate sales and yield an extended list of live prospects, according to George Belsey of the George Belsey Co., General Electric refrigerator distributors at Los Angeles.

Named G. E. Dealer in Marquette, Mich.

The Washington Street Electric Shop, 215 West Washington St., Marquette, Mich., has been appointed dealer for General Electric refrigerators.

A General Electric refrigerator was used by Mrs. Florence Chase at the *Union-Tribune* Cooking School held in San Diego, Cal., the week of June 4-10.

Liquid Carbonic Corp., Chicago, Ill., have installed a Mechanicold Fountain in the Holody Drug store, corner of Newcastle and F Streets, Brunswick, Ga.

PEERLESS FLOODED TYPE EVAPORATORS
For use on either Methyl Chloride or Sulphur Dioxide.

The PEERLESS one-piece, galvanized casting cooling unit provides the quick freezing advantage of the direct expansion unit with the hold-over advantage of the brine tank. The entire casting is cored, and ice trays are placed directly over the boiling refrigerant, giving an exceptionally short "freezing time."

The entire surface of the unit is "cooling surface," available in maintaining correct refrigerator temperatures at a minimum power cost.

Shut-off valves are "flanged" to the float valve assembly, repairs and adjustments are made quickly with no trouble. A large capacity strainer is incorporated between the liquid shut-off valve and the "needle" valve. This can be removed and cleaned without loss of refrigerant.

Manufactured in sizes and cube capacities to meet every condition.

PEERLESS ICE MACHINE CO.
515 W. 35th St. CHICAGO, ILL.

White and Gray

The use of neutral gray and white enamels demands a durable "fused-in" enamel. PEMCO Porcelain Enamels make good refrigerators better. Ask us why. Porcelain Enamel & Manufacturing Company, Baltimore, Md.

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FLINTLOCK CONDENSERS

Efficient—Economical
Compact

Greater Efficiency at Less Cost

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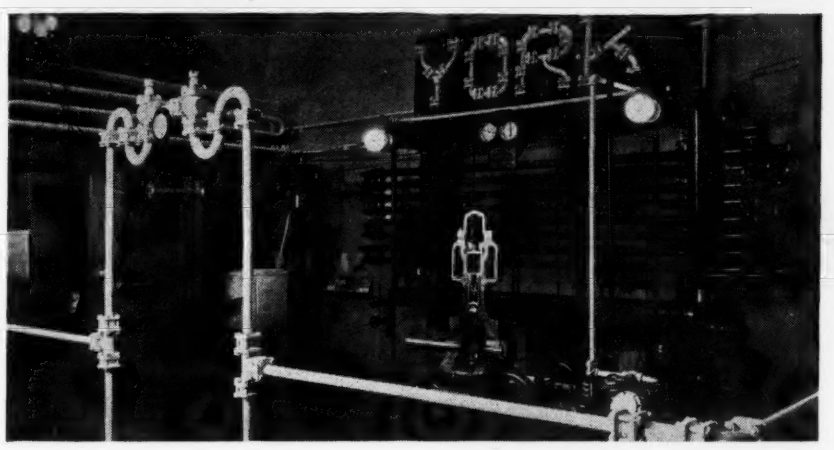
Manufacturers of FILTERS & COOLERS of all sizes.

Educational Exhibit Presented by the York California Construction Co.



To make it easier for prospects to select their refrigerating equipment, and thereby making the salesman's job easier, the York California Construction Co. has prepared this working exhibit of a plant such as is used by the average butcher, florist or large grocery. The display was surrounded by a railing which was connected with the compressing unit and kept frosted, as was the name York, which was built from pipe connections. A cutaway compressor showed the interior construction of the machine.

Wichita Man Divides His Salesmen and Prospects Into Four Main Classifications

1. PROFESSIONAL 3. SALARIED MEN
2. BUSINESS MEN 4. WORKING MEN

Says Salesman Should Handle Only That Type for Which His Personality and Temperament is Best Fitted

By Willis Parker

A GOOD electric refrigerator salesman never lacks for prospects, declares Ted. B. Hopkins, retail sales manager of the electric refrigeration department of Johnson Brothers, Wichita, Kansas, distributors for General Electric refrigerators. If the salesman is on to his job, he'll turn one prospect into two, two into four, etc. The big problem is not so much finding prospects as it is to find the kind of prospects that a salesman can handle, therefore Mr. Hopkins is not in favor of territorial arrangements for his sales staff but prefers the prospect type arrangement—types of personalities and temperaments that fit the salesman's temperaments and personalities.

"In the organization of my sales force," says Mr. Hopkins, "I am recognizing the fact that some salesmen do better with prospects among the professional men, others are good among salaried men, others among the working people, etc. It is a waste of effort on the part of the salesman and a lack of efficiency upon the part of the retailer, to send a man to discuss the subject with a professional man, who by nature and temperament, is better fitted to talk electric refrigeration to the working man, and vice versa. The chances are good that he will fail to make the sale.

Hence we are studying our salesmen and classifying them according to their peculiarities and temperaments. Then, in the passing out of prospect lists, we hand the names of prospects in various classes to salesmen fitted best to handle those types.

"Another reason why I'm not in favor of territorial arrangements is that it hampers the salesman who uncovers one prospect through the satisfaction of one of his customers. For example: Mrs. Jones may have brought a refrigerator through the efforts of Salesman A. She tells him that Mrs. Smith, her friend, ought to have a refrigerator. But Mrs. Smith lives in another salesman's territory, and, where territorial arrangements are strictly followed, Salesman A must turn the name of his prospect over to Salesman B who calls upon Mrs. Smith and tries to sell her a refrigerator.

He may accomplish the sale, but he can't accomplish it as readily as can Salesman A, for it is quite likely that the same objections that Mrs. Jones first presented and which were successfully answered by Salesman A will be brought out by Mrs. Smith. It is much easier for Salesman A to say to Mrs. Smith, "Mrs. Jones, whom I have recently sold a refrigerator, made the same objection, but as I told her, etc. etc."

"Salesman B isn't familiar with the objections that Mrs. Jones presented and he cannot say, 'I have just recently sold your friend Mrs. Jones a refrigerator!' he must say *'We* (the company) have recently sold Mrs. Jones.' One can readily see that backed with the experience obtained in selling Mrs. Jones, Salesman A is better prepared to sell Mrs. Jones' friend, Mrs. Smith, than any other salesman on the staff.

"Therefore we are considering types of prospects and selecting a sales staff capable of handling prospects by types which may be divided into four classes: Professional, Businessmen, Salaried men and Working men."

An interesting feature of this company's business is the very few sales that are made on installment terms.

"We have a time payment plan," Mr. Hopkins explained, "but we find that we do not have to use it frequently in order to make a sale. We have adopted the policy of not quoting terms unless a customer asks about them. A lot of it is psychological, no doubt, and brought about, in many instances, by the salesman's fear that he will lose the sale unless he makes concessions quickly. If he assumes the mental attitude that the customer wants to pay cash, he will not be so likely to present installment terms too soon. I believe there are many refrigerators sold on installment terms that might have been sold for cash had the salesman not become alarmed and bolstered up his courage by bringing forth the deferred payment plan of purchase.

"We never hesitate, however, when a customer wants terms, to quote them. But right from the beginning, we assume that the customer is figuring on paying cash and we stress the practicability, utility, economy, etc., of electric refrigeration rather than the easy terms on which it can be purchased."

HOW TO HANDLE THE OLD QUESTION "WHAT'S THE PRICE?"

Don't Discuss Price Prematurely—Sell Your Product First

Salesmen operating under the F. B. Connelly Co., Billings, Montana, are told how to dehorn the old objections of "What's the price," and "Too much money" in the following discussion taken from the General Electric refrigerator sales and service bulletin issued by the Connelly Company:

You can buy a suit of clothes for $10 or for $100. An automobile costs anywhere from $500 to $5,000. The price of a home may be $5,000 or $50,000. The difference is in what you get. Price is always relative—it must be placed on the scales over against quality and service—and to consider it out of its proper relation would be like asking the distance from one place to another without specifying the locations.

Buyers often use the price objection early in the interview on the assumption that they already know your proposition, or they hope by asking "What's the price?" to gain opportunity for dismissal through the objection, "Your price is too high."

Nothing is to be gained by naming the price before a man is sold and any maneuver on his part to discuss price before considering the values on which price is based should be judged by the salesman for what it is—an indication that the buyer's interest has not been sufficiently aroused.

When the question of price is brought up prematurely, whatever the motive be, the wisest course is to divert the issue by saying, "We are coming to that in just a moment," or a similar phrase, and plunge immediately into the presentation of such facts and arguments as will develop interest and offset any objections when the price is named.

People rarely hesitate to buy what they want, regardless of price; in face, many people buy what they want and do without things they actually need just because a particular want has been inspired or developed. The more you can make the buyer WANT what you have, the less he will be inclined to say, "Your price is too high."

When properly sold, the prospect hears price as that which he is to pay for what he wants. This is an altogether different attitude from where a prospect is asked to pay so much for something for which he has no real desire.

The right time to name price is late in the interview, after the prospect has been convinced of quality and service. He may still say the price is high, but it is an objection with teeth pulled—because he *wants* to buy and is receptive to further arguments. Further, the buyer respects the salesman who talks quality and who has the ability and the courage to demonstrate that his price is right. Also when a buyer is sold on a set price, you have his confidence and good will in a degree not obtainable where concessions are made the basis of the order.

There are few price objections that will not melt quickly if you yourself *know* that your price is right—and if you exercise an unalterable determination to uphold that price no matter what pressure is brought to bear against you. Often you will discover that the buyer intends to do business with you all the time and was only testing to see whether or not a better price could be obtained.

When stating your price, it should be done in a natural, straightforward, confident way, carrying the conviction that it is exactly what it ought to be. To falter or to hesitate will convey the idea that confidence in you has been misplaced or that you yourself feel the price is high.

You will have no trouble with the old stall—"Your price is too high"—when you really sell the prospect on quality and service.

H. P. Schade Co., Philadelphia, Holds Its First Electrolux Dealer Meeting

On June 26 the group of Electrolux dealers in the photo above, operating under the H. P. Schade Co., Philadelphia, held their first meeting at the showrooms of the Schade Co. at 1711 Chestnut St.

General Electric Business Shows Increase in Second Quarter

Orders received by all departments of the General Electric Co. for the three months ending June 30, amounted to $90,431,957.00 compared with $78,105,247.00 for the corresponding quarter of 1927, an increase of sixteen per cent, according to an announcement by President Gerard Swope.

For the six months ending June 30, orders received amounted to $170,357,797.00 compared with $155,655,828 for the first six months of last year, an increase of nine per cent.

Recapitalization Plan of Savage Arms Now in Effect

The recapitalization plan of the Savage Arms Corporation which was approved by the stockholders on April 3 was put into effect by the directors on July 12 according to a recent announcement. Under the new plan the J. Stevens Arms Co., a subsidiary of Savage Arms, will manufacture sporting weapons, and a new subsidiary will be formed to take over the electric household products department of the company.

Oklahoma Utility Offers Milk Cooling Service to Farmers

The Oklahoma Gas & Electric Co., Oklahoma City, is establishing at many of its ice plants, milk cooling stations to which farmers have their milk for cooling before being carried in tank wagons to the creameries. The temperature of the milk is reduced from about 90 degrees to 40 degrees.

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MORE AND BIGGER SALES
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John and Livingston Streets — THE HOME OF THESCO PRODUCTS — Cincinnati, Ohio

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If you are interested in Porcelain Enamel
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BOSLEY'S
"Ice Saver" Gasket
for it is the best uniform quality insulation
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Testing and experimental laboratory service for *manufacturer, distributor, central station*
Test data exclusive property of client
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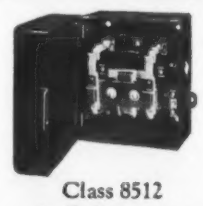
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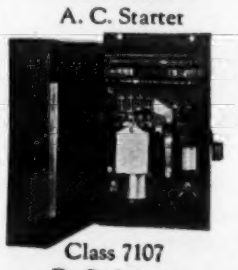
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A standard feature of all I-C Control is the removable mechanism panel. This arrangement is greatly appreciated by the electrician as it facilitates wiring - - and all connections are accessible.
Overload protection can be provided where necessary and is arranged so that it can be reset without opening the enclosing cabinet.
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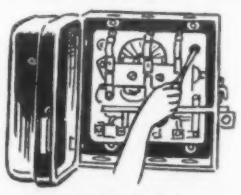
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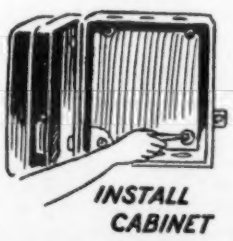
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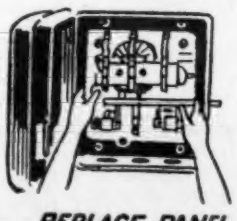
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